



RESOLUTION #16

TITLE:

Grassroots Fundraiser: Wild11 Art-for-Wilderness Traveling Museum



WHEREAS

WILD10 has seen a repeated strong statement about the important role of artists in conservation; in fact, one of the main conclusions of the Global Forum was to use the emotional power of culture (within which art is an integral part) for wilderness and conservation;

Art that reaches mass audiences has tremendous potential to create attention, generate impact, influence decision makers AND GENERATE FUNDS;

Most grassroots conservation projects are under-funded and their flagship people are exhausted by lack of resources to hire a team and equip themselves;

Because of this lack of funds, the capacity and efficiency of most grassroots conservation projects are limited in their ability to protect Nature, rewild the world and make projects a reality at a significant scale;

Often grassroots conservationists work against short-term economic interests and against decisions supporting unsustainable development, which makes funding difficult and time-consuming or even impossible;

Wilderness has since time immemorial been inhabited by Indigenous Peoples and local communities whose cultures and traditions have been shaped by wilderness, and whose artistic expressions have produced sites of cultural and spiritual significance that reflect multiple aspects of tangible and intangible heritage, such as rock art, artefacts and traditional and unique cultural expressions that warrant protection.

THEREFORE

We recognize and applaud the exceptional driving force represented by The WILD Foundation in promoting the important role of art and artists in the nature conservation work.

We applaud all the organizations involved in organizing art events at the world wilderness events and who have made efforts along the years to use art as a powerful awareness-raising tool for Nature conservation.

We believe that taking forward these initiatives could be of paramount importance for nature conservation because new, innovative projects should be promoted and supported.

A truly awesome, world-class global art project for wilderness conservation should be launched for WILD11, inviting grassroots organizations to recruit professional artists to prepare a top-quality art installation related to their local issues and/or projects:

- Artists would create installations to be presented at WILD11. These would then and there integrate for the first time a wilderness art museum that would thereafter travel the world
- In addition to advocacy and emotional impact generation, a high-ranking, essential mission of the traveling museum would be to generate funds for grassroot-level conservation

- To enhance the museum’s capacity to generate funds, it will be important that the art installation selection process makes sure that the global art project is awesome, as intended, because receiving great reviews is essential to enhance the museum’s capacity to generate funds
- The proceeds would be used for funding only two things: the conservation organization that coordinates the project and all participating conservation projects
- The organizer will raise funds to provide seed-money to all approved art projects
- There should be project rotation, thereby allowing other projects to participate over time and benefit from this funding mechanism
- The role of the steering committee will be vital in regard to project selection, vision, quality-control, overseeing implementation and adequate use of the funds
- The museum should be conceived for art of all types and its design should include a forum for performative arts such as music, dance, song, ephemeral, collective and literary expressions
- The project should be green by design, including the following provisions:
 - Sustainability stipulations as to the use of materials
 - Artistic mitigation of the museum’s carbon footprints, with projects - in every visited country – for example Eduardo Rincon’s installations of planting, under an artistic concept, at least 500 endemic saplings
 - Involving with local governments, promote Eco-art restoration projects as well as low-impact artistic activities such as local, social engagement projects
- The project should benefit from enrolling a well-known auditing agency such as PwC

RESOLVED

- Call upon an organization such as The WILD Foundation and Tinta Vital to launch and coordinate this art for wilderness conservation traveling museum;
- Call upon WILD10 delegates and other important grassroots conservation efforts to submit world-class art installation projects for this endeavor;
- Call upon art for conservation organizations and those experienced in moving traveling exhibits, such as the Human Elephant Foundation, Boa Mistura and Wild Wonders of Europe, to be part of the project’s Steering Committee, together with other appropriate organizations and individuals.

PROPOSER

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