



New Concept 2017: Streamlining Kid's festival Sarajevo

Kid's festival stands for inclusion: uniting children from different regions, backgrounds, religions, ethnic groups and also children with disabilities. KidsFest is a social responsibility project, **a showcase of a better future to which you significantly contribute**. We are committed to continuation. Even more, we want to enhance the impact - despite a reality of decreasing funds. We want to match three Objectives by streamlining our international efforts into the same format:

-  **1 - Uniting as many children from BiH as possible**
by guarantying parameters of security, organisation & program quality
-  **2 - Increasing the engagement of civil society**
Get the simple citizen actively involved: no leaning back.
-  **3 - Raise a maximum of public awareness**
putting children in the focus, also through the media and construct a cultural event of high ambition under UNESCO patronage, building peace. Make children (inter-) act. Make KidsFest a platform symbolizing the society & the future as children wish to have it

In **2015** we moved from the closed compound Zetra to an open public space.

In **2016** we transplanted Kid's festival right into the heart of the city to send shockwaves of positivism into the life-stream of the BiH capital. Change the heartbeat of Sarajevo, "invade" the city centre with children and their visions how the future should look like! from Baščaršija, Ferhadija, Place Oslobođenje-Alija Izetbegović, DOM O.S. (Army Hall), National Art Gallery BiH, National Museum... The Challenge succeeded, the resonance was overwhelming. On this we build.



2017 - Within the global process of streamlining our international events into one formula, we have decided that KidsFest Sarajevo will become a One-Day-Event with our 5-point program composition defining our Trademark.



All together in one place & day

From 2017, the children we bring in from all over BiH will all unite on the same day: Assembled in larger numbers. This will produce more impact. Impossible to disregard this happy crowd, those kids who represent the future. "Seize the moment" fuels extra power of attractiveness: don't miss it, as you wouldn't miss a rendezvous with Santa Claus. **Our international projects (Tunisia, Bulgaria, Italy) all function successfully along this concept, the experience shows that this works significantly better than a multiple-day event:** the quality increases as all partners, all media, everything focuses on that day. Common efforts channelled to one stream - streamlining.

Visibility

Visibility items were until now divided over several days, now all is to be distributed all in one wave. For our sponsors and partners this automatically means a far more powerful image on all photographs, videos, selfies, social media, ... In terms of PR this measure will be highly efficient. Make strong impact with your message via all supports, T-shirts, hats, umbrellas, stickers, banners, drawings, graffiti...

Security:

we discussed this issue in depth with the most relevant institution, Ministry of Interior: The police fully approves of our policy, in times of terror attacks, the shorter the timeframe, the lesser the risk. A consideration we took into account, even though *BiH is still one of the safest places for the moment.*

How to increase the engagement of civil society ?

Uniting children of a divided country, and devised society, getting them exposed to pluralism and cultural diversity, build peace, should not be our "affair" alone, like fighters of a lost cause, but on the contrary a political and social responsibility shared by all - starting with the "simple" citizen.

Learning from our international experience, we found we reach our goal of involving civil society, the townsfolk far more efficiently by focussing onto one day. How?

People want to stay free of anything they perceive as an additional burden in a complicated life, whereas making our demands modestly small, taking just a few hours, the citizen's perception alters from undesirable obligation into fun. **Shifting the perception** is the key to get citizens take their share of social responsibility and make them enjoy "doing the right thing". Mouth propaganda works within the community - not only about letting children enjoy KidsFest, but being oneself involved. This is sustainability.

A "cultural buffet" composed in 5 points - The concept trademark of KidsFest International

The powerful and efficient formula of KidsFest has proven it works everywhere. A unique program structure where everyone, child and grown-up, finds inspiration: positive emotions, cultural diversity connected to different people, nationalities, religions.

1- **Kid'sParade:** Defilé of the « future », where children wear self-made costumes/messages showing us how THEY see the future world & imagine themselves as adults

2- **Kid'sWorld:** An international cultural buffet by NGOs, schools, Embassies, a combination of art, workshops, entertainment, education and performance... cultural diversity throughout the world and also a playful approach of serious themes. Creativity unlimited.

3- **Kid'sStage:** The stage offers a space for each talent, child, school, group, celebrity. Children, animators, chorus, flash-mob: a show run by children and professionals : The children's visions and talents find the large public at the KidsFest platform.

4- **Kid'sMovies:** share the pleasure of watching a movie with others, on a big screen: long & short features

5- **Kid'sQuietZone:** Oasis of peace to enjoy a moment to oneself in a calm area with activities as respiration-relaxation, flying books, "2 minutes of shared silence". Intro for parents and children to meditation by experts from David Lynch Foundation.

Longterm Perspectives - Upgrade from Microcosm to Macrocosm

Based on our successful projects - **BiH - Tunisia - Bulgaria - Italy** - our international aim is to launch KidsFest 2018 also in the heart of Europe, **Berlin**, as one of the Alpha cities of the world. Children have the best capacity to unite people: Facing today a globalized challenge of diverging groups within societies, children can assist integration processes and cohesion serving as point of common interest.

KidsFest Sarajevo plays a major role in this respect, given the history, it automatically becomes a symbol in the minds of people: Sarajevo can serve as a lighthouse example for peace-building with the help of young people... In Bucharest, a city where civil engagement is a strong symbol, KidsFest starts its first outreach in 2017. Connecting people around children.