



CULTURE CREW

Starter package for schools



The **WOW** Experience



With the support of the
Erasmus+ Programme
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What is Culture Crew?

Students as organisers concept, originally started in Norway in 2006. Denmark and Finland have applied and developed the idea since, and nowadays Sweden and many other European countries are also involved in these activities.*

Culture Crew offers schools a unique opportunity to increase and develop the sense of ownership and responsibility of children and young people in the school's everyday life. When students act as event producers themselves and are involved in the entire process from planning to debriefing meetings, the motivation for cultural activities also increases. At the same time, the participation enables their development as event organisers, cultural advocates, and in the area of personal growth.

Culture Crew usually consists of approximately 3-15 students who, together with the school's contact person(s), are responsible for the preparation and implementation of cultural events. The event can be a concert, a theatre, dance or circus performance or, for example, a role-playing festival - only the imagination is the limit when planning a cultural event! School Christmas and spring galas can also be organised together with the Culture Crew.

Culture Crew activities do not require large investments from the school, an interest in organising events is enough. A lot can be accomplished with just a few meetings, but of course a long-term commitment is required so that the events also materialise. Many stages of cultural production can be utilised as part of the curriculum.



**Would you like to increase the participation of children and young people in your school's everyday life?
Do you want to organise arts and cultural events in your community?
This starter package gives you practical information and tools to implement Culture Crew as part of the operation of your educational institution.**



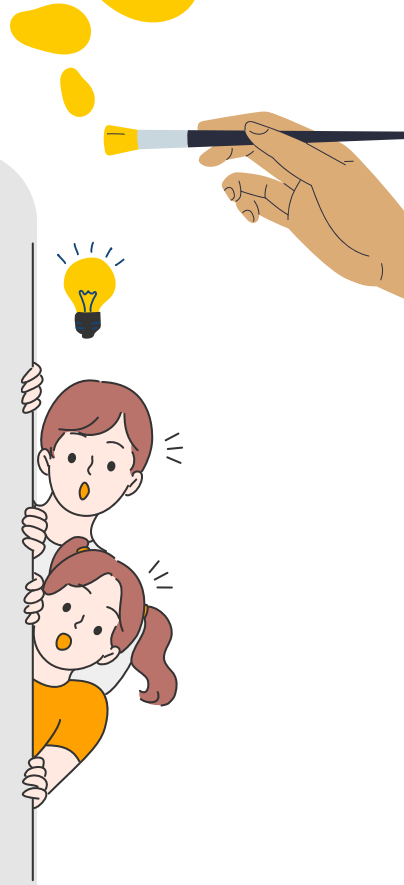
**The developers have been Kulturtanken in Norway, Teatercentrum and LMS - Levende Musik i Skolen in Denmark, in Sweden Riksteatern Skåne and UNGA Musik i Syd. In Finland, the activities are developed by Konserttikeskus.*





Why Culture Crew?

- All children and young people have the right to arts and culture as creators as well as the ones who experience it
- Through active participation, children and young people learn about decision making and production process of a cultural event
- Arts and culture increase the understanding of both oneself and of the world
- These activities strengthen the active participation of children and young people as well as create meaningful arts and cultural experiences
- Working together strengthens the sense of responsibility, communication skills and teamwork abilities across the age groups or divisions created by different academic years



How can the school benefit from the Culture Crew?

- Commitment and responsibility increase among the students
- Confidence in the students' abilities grows
- As experience accumulates, producing events becomes easier and more natural, although a little extra effort may be needed at first
- The possibility to offer students new and different experiences and learning by doing
- More dialogue, sense of community and equality at school

Source: yamspace.org/article/students-as-organizers

"Culture Crew has also been important to us in terms of communal student care, culture is important in supporting mental well-being."

*- Anne Laatikainen, principal,
Iittala comprehensive school*



TO THE PRINCIPAL

Culture Crew promotes curriculum goals!

Culture Crew activities can contribute to the development of broad-based competence skills for example in the following areas:

- cultural competence, interaction and expression
- information and communication technology competence
- work-life skills and entrepreneurship
- participation, influencing and building a sustainable future

The national core curriculum provides the guideline for the development of a school's working environment. Culture Crew activities can contribute to these goals in many ways. The student association can also be helpful when implementing Culture Crew activities.

The goal is to build a school culture that promotes learning, interaction, participation, well-being and a sustainable way of living. The development of the school culture is also guided by the goal of promoting inclusion and democratic activities. Students are given opportunities to participate in the planning and development of the school's activities. Structures and spaces are created for participation in the school's everyday life.

Source: <https://www.oph.fi/en/education-and-qualifications/national-core-curriculum-basic-education>

"Establishing the Culture Crew at our school required resources from the management, we established a team consisting of four teachers and the goal was to ingrain the activity into the everyday life of the school. Culture should be part of school structures in the same way as, for example, physical education is."

– Anne Laatikainen, principal,
Littala comprehensive school





How to start your own Culture Crew?

You can set up the Culture crew for your own school by recruiting students directly or by an open call and advertising through Wilma messages or, for example, posters. As an attachment to this package, you will receive a ready-made poster template that you can use to assemble your own Culture Crew.

A challenge to the group's continuity can be the turnover of students or responsible teachers. The activity should not be left to one teacher alone, but for instance to a team consisting of several committed teachers.

Students can design a logo for their own school's Culture Crew, which creates unity for the group and recognisability for the activities. If possible, you can create Culture Crew outfits with the logo. These can be for example t-shirts, hoodies or vests.

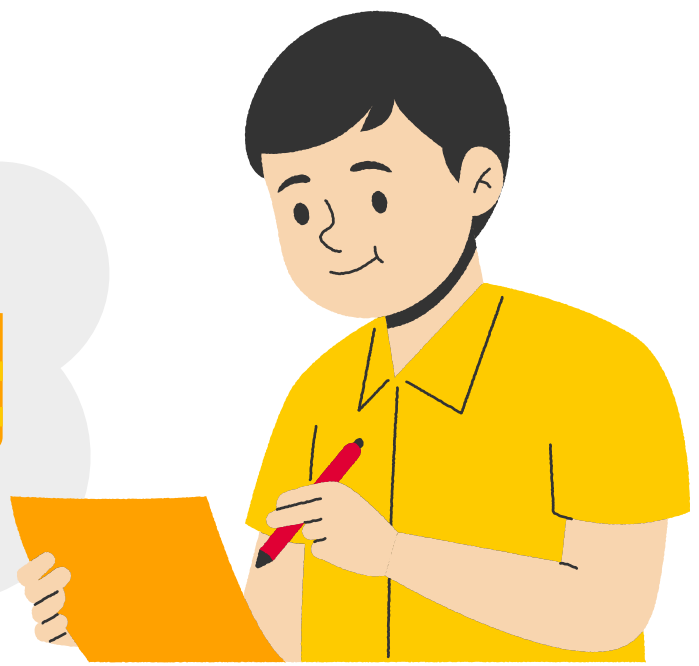
You can organise a small Culture Crew get-together with cake or biscuits after a well-run event or organise your own excursion or cultural visit with the group. Local cultural actors can be asked to sponsor these young cultural producers! For example, could a local theatre offer tickets to their show or a festival to invite these young people to be their guests?

What methods can you come up with to maintain and motivate the group?



The international name Culture Crew can be used freely in connection with this activity, but you can also come up with your own name for your school's team. littala comprehensive school has its own Kulttuurikopla!

What could be the name of the group that plans and implements cultural events in your school?





You can choose which groups each student belongs to!

When producing events, Culture Crew is responsible for these areas:

Organisers



The entire Culture Crew as a group can participate in the selection and planning of the cultural event to be implemented, as well as in the evaluation and feedback process that takes place afterwards.

Hosting



Students are responsible for contacting the visiting artists before and after the event: they receive the artists at the school, introduce the performance area and the back room and take care of the artists during the visit.

Promoting



Students are responsible for promoting the event (making and distributing posters and flyers at school, taking pictures and writing texts for the school's social media or the school newspaper or offering a story idea for the local newspaper).

Technology



Students take responsibility for the technical equipment: transporting the sound and lighting equipment to the performance area, setting up and dismantling and, if possible, running the sound and lights during the performance. Note: The role of the technicians can vary depending on whether the performing group or band brings its own equipment and technician or whether the school's equipment is used.

Mission!

When the Culture Crew has been assembled, the following tasks can be taken care of independently or in small groups.

Interview a producer of a cultural event - a person who is involved in a project or performance that interests you. The person can be, for example, a producer of a local theatre or a children's cultural centre, a festival employee or someone else involved with producing events! Write down key tasks and areas of expertise that are relevant in their work. For example, you can make a presentation for a group, a wall poster, a presentation leaflet or a board from the producer's job description.



A small checklist for event production

Before the event

- Brainstorming ideas
- Settling the time and the name of the event
- Dividing tasks
- Reserving the performance space
- Finding the common tune with the performers
- Start spreading the word about the upcoming event
- Reserving or purchasing the necessary technology
- Obtaining the possible permits
- Making online advertisements and posters
- Ensuring the availability of small snacks and refreshments for sale if needed
- Possible advance ticket sales
- Final scheduling of the event and recruitment of volunteers

During the event

- Ticket sales (if needed)
- Guiding the audience
- Ensuring that the schedule holds
- Hosting the performers
- Catering for the volunteers and performers (backstage)
- Being the host of the event
- Taking care of the order and security of the event
- Possible cafeteria or other sales
- Tidying up during the event
- Technology, mixing desk, lights

After the event

- Thanking the audience and performers
- Cleaning the space
- Removing possible posters and other advertisements
- Collecting feedback from the audience
- Feedback debrief among the production team

And of course, brainstorming of the next event!





CULTURE CREW



**Happy moments
in organizing events!**

The **WOW** Experience



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