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PROFILE

WHO WE ARE



Conservation Arts (Formerly: Conservation Music Malawi) is a registered non-profit organization made up of activists and artists from a wide array of expertise, including, but not limited to, journalists, economists, environmentalists, food and nutrition security experts, ICT experts, human rights activists and behaviour change strategists. Conservation Arts as a social enterprise seeks to diversify and broaden funding strategies in creating social value and positive environmental impact.

The primary focus of the organization is to utilize sociocultural and artistic platforms for advocacy, policy lobbying and inclusive participation on issues related to sustainable livelihoods, human dignity and co-existence with nature.

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*'Everyone has something to say,
to hear and to do.'*

Spontaneous attributes that spur positive and productive behavioural change are crucial in packaging of developmental messages to overcome communication barriers. Art and cultural based communication approaches offer an opportunity for interactive information flow, knowledge sharing and necessary sensation to sustain intended initiatives and activities.

*@rt and culture
are held dearly
by people all
over the world
and in Malawi.*



Mission

To Harness the Power of @rt for Sustainable Livelihoods



Vision

A prominent community of youths excited to innovate; share knowledge and skills; participate in taking actions; and are themselves stewards of the environment



Core Values

- Ethical
- Integrity
- Diligence
- Creativity
- Client-centred
- Result-oriented
- Quality
- Teamwork/participatory
- Impactful and
- Responsive

OUR APPROACH



We believe in participatory artistic approaches to solving issues that affect human wellbeing. Conservation Arts seeks to build the capacities for communities' self-expression, talent development and cultural awareness to ensure developmental messages induce and sustain required behaviours whilst documenting best practices. We achieve this through use of outstanding artistic acumens capitalising and exploiting on technological and virtual advances and feedback channels.

THEMATIC OBJECTIVES

1. Capacity Building/Training

Conservation Arts focuses on enabling youth in rural and urban communities to develop skills and competencies of incorporating cultural and artistic platforms in environmental management and socio-economic wellbeing. We seek to enhance the voice of youth on climate change and climate justice, plastic waste management, biodiversity conservation, deforestation, gender equality and the environment, sustainable nutrition and overall environmental sustainability.

We envision youth voices become more prominent in formal climate negotiations and in national and global environmental strategies formulation and implementation. Particularly, Conservation Arts seeks to build the understanding of relevant policies at both global and local levels, role of art in environmental advocacy,

environmental education approaches, art creation and public engagement.

Therefore, Conservation Arts facilitates:

- Needs assessment/research/publications
- Development of training content
- Public speaking in conferences, symposia
- Art creation and promotion

2. Impact Creation

This objective focuses on hands on activities that make direct and indirect positive impact on the environment; involving youth in localized activities such as; tree planting, clean-up campaign, waste separation, home gardens, climate smart agriculture, waste recycling, beekeeping etc.

This also involves partnering with grassroots and action-oriented organizations in implementing activities to commemorate environment related days such as World Environment Days, Earth Day, and World Forest Day etc.

3. Exploration and Value Addition

Conservation Arts will create/make/promote/distribute environmental friendly products and services such as; fuel efficient cookstoves, sustainably produced honey, recycled materials, solar etc.

This also includes adding value to artistic activities that enhance advocacy work such as;

- Themed musical concerts (Online and Offline),
- Themed art exhibition, posters and drawings;

- Utilizing influential artists to deliver themed songs, poems and comedies,
- Dedicated radio and television programs,
- Family edutainment games
Community transect walks and educative hiking experiences
- Recorded training content (video clips) and documentaries,
- Theme based traditional songs and cultural displays

4. Social Influence

Social and behaviour change communication is a research-based, consultative process of facilitating behaviour change and support the requisite social change. Conservation Arts has over the years researched experimented and established its credibility in utilizing artistic and socio-cultural platforms for promoting sustainable environmental management.

We intend to build a community of followers, contributors and partners through traditional and social media. We aim to persuade individuals and organizations to adopt and adapt the philosophy in implementing projects. Through the social influence platforms we intend to share research findings, outcomes of discussions and new approaches as we continue to learn and improve our programs.

5. Consulting Services

We provide consultancy services and assist like-minded government and non-government entities in speedy delivery of their deliverables in areas such as: designing and implementation of monitoring, evaluation and learning programming; social and behaviour change communication programming; and environmental governance;

