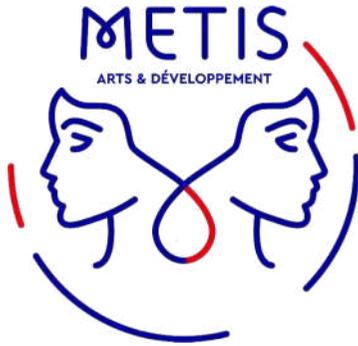


©Photo Awale de Buse • METIS Burkina Faso 2021

METIS: Sharing emotions, creating transformations



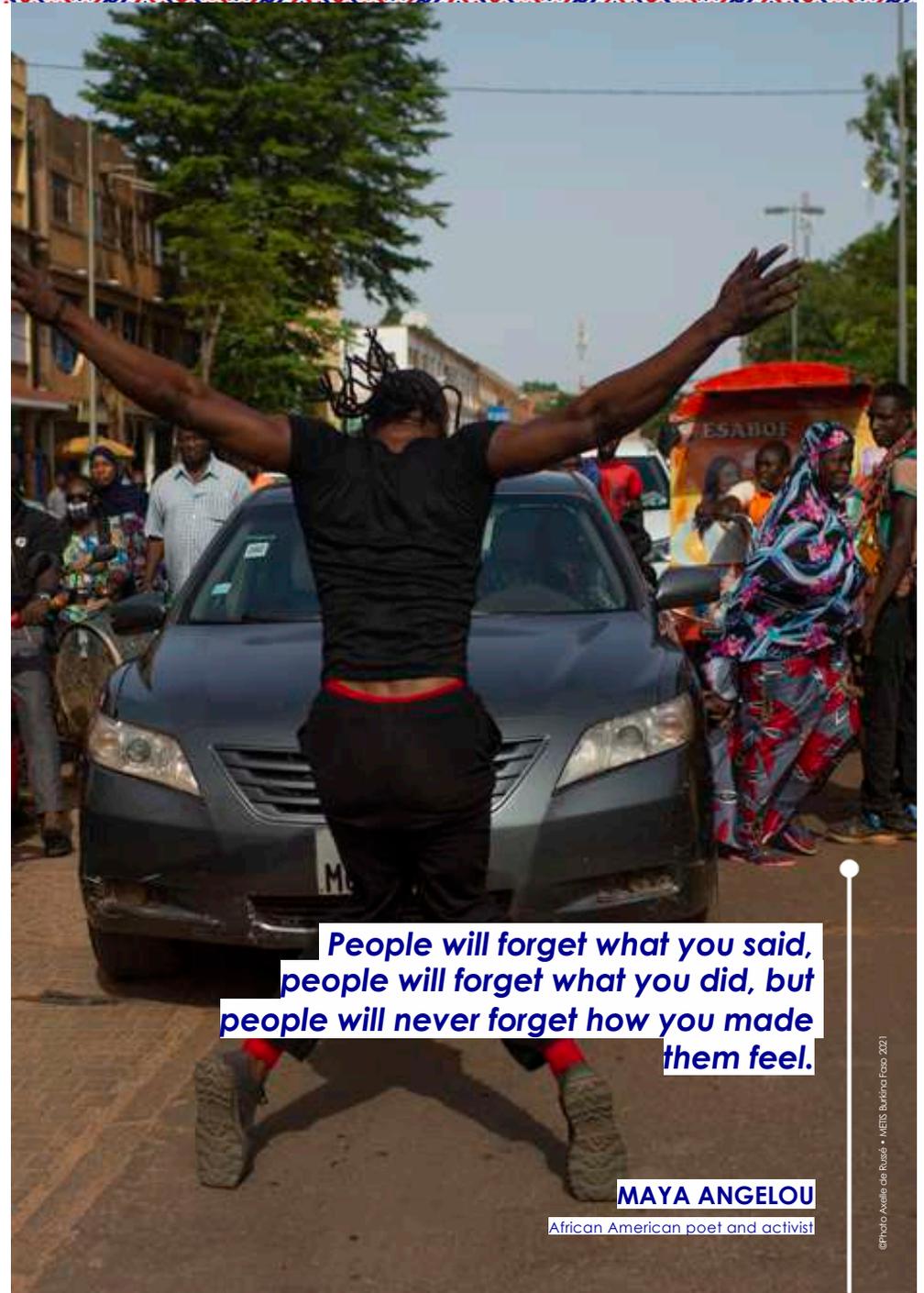
Launched in 2021 with the support of the French Development Agency (AFD), the METIS fund unites public and private actors from various backgrounds, seeking to impact sustainable development.

It funds artistic initiatives to innovatively reinforce the impact of development policies.

These initiatives are conducted as closely as possible to the territories with and for the concerned local populations.

Through their documentation, initiatives will be more easily spread and replicated, finding resonance in various fora concerned with the issues at hand, up to the international level.

METIS: Sharing emotions, creating transformations



**People will forget what you said,
people will forget what you did, but
people will never forget how you made
them feel.**

MAYA ANGELOU

African American poet and activist

Renewing modes of (inter)acting to address current social issues

DEVELOPMENT PROJECTS : A TECHNICAL APPROACH WITH SURE RESULTS...

Development projects aim to improve living conditions in countries that need it most. They are implemented mainly through technical means, essential to their efficiency.

They mobilize a network of various public and private actors that function on all levels.

Their results are evaluated, allowing for improvements within numerous sectors: health, education, access to water and energy, urban and agricultural development, sustainable territory development, etc.

...STILL STRUGGLING TO MAKE SOME NECESSARY TRANSFORMATIONS

Poverty, insecurity, ecological deterioration, lack of access to essential services, hindrances to entrepreneurship, women's role and standing. These are all still major issues. Yet, considerable obstacles prevent certain advances, limiting actors' commitment and anticipated behavioral changes.

In light of these challenges, METIS proposes a new course of action.

« Do not look the other way; do not hesitate. Recognize that the world is hungry for action, not words. Act with courage and vision.. »

NELSON MANDELA

« Make Poverty History » speech, 2005



The Arts and Artists: Underestimated Social Catalysts

OUR EMOTIONS INFLUENCE OUR DECISIONS AND OUR ACTIONS

Great thinkers and scientists underline the role of emotion in our thoughts and actions. According to philosopher C.G Jung, our choices depend not only on our thoughts but also on three affective dimensions: senses, feelings and intuition.

Artists and culture actively nourish this affective aspect.

Painting, music, dance, theatre, poetry... The arts educate, liberate, raise awareness. They create relationships that transcend social, cultural, religious and political differences. They expose, critique, question, construct. They give you something to see and to feel. They engage everyone individually and within a larger context. They use imagination and symbols to both give and make sense. Arts enrich our individual and collective intelligences.

« There can be no transforming of darkness
into light and of apathy into movement
without emotion »

Carl Gustav Jung

THE ARTS : A SOCIAL TRANSFORMATION TOOL, INCREASINGLY SUPPORTED BY VISIONARY ACTORS

Many countries have incorporated the arts as a public policy tool, relating to objectives in education, cohesion, liberation. Diverse actors - both public and private - acknowledge the richness of these emotional catalysts. They accompany them but rarely have direct access to development sites.

In the development sector, several donors (OECD, Swiss, German, British co-operations, the World Bank) underline the important role that the arts can play and encourage support for this path of action, still underinvested in their countries of intervention.

**The METIS fund acts, thus, as a precursor.
It sets up an alliance of public and private
actors searching to help make an impact
in sustainable development.**

**It proposes to situate the arts on all sites where
development policies are being carried out.**



« We can change so many things thanks to art. It is our weapon of mass construction... »

IRÈNE TASSEMBÉDO
Dancer and choreographer

©Photo Awale de Ruse • WEIS la République 2021

BURKINA FASO

DANCE AND STRENGTHENING SOCIAL TIES
WITHIN THE CONTEXT OF URBAN DEVELOPMENT

METIS : three objectives to reach as many actors as possible

1. ESTABLISH THE ARTS AS A VECTOR OF LOCAL TRANSFORMATION



METIS initiatives spring from the encounter between a challenge in development, an artist and an actor of development. The arts become levers for local change. These transformations are fostered through METIS initiatives, created with and for the local populations of the sites in which they take place. METIS can reach a large part of the population which has never before had access to culture.

2. SPREAD THESE EXPERIENCES



These experiences, planted like seeds, make way for local operational dynamics that sustainably integrate artists into their design and implementation. METIS adapts and, when necessary, continues to support initiatives demonstrating their ability to influence.

3. CREATE INTERNATIONAL IMPACT



To go even further, these local narratives become visual documentation. METIS aims to create material that can transform other audiences through testimonials and rich local stories. Documentaries, TV series, feature films, video games... this communication material helps reach numerous actors, even at the international level of development.

**METIS documents these transformations.
Testimonials are at the heart of the established evaluation process.**

« My goal is to raise awareness about sustainable development and initiate a dialogue about the environment and individual responsibility toward it. I want to raise public awareness about the need to refuse plastic, or at least to commit to re-using it, recycling it. »

MANVEER SINGH – PLASTICVALLA

Visual artist



©Photo Usha Foundation • MEIS India 2021

INDIA

PLASTIC ARTS AND RAISING AWARENESS OF PLASTIC POLLUTION IN THE INDIAN OCEAN

The METIS approach in 4 steps



1 AN ARTISTIC PROJECT BORN OF A LOCAL ENCOUNTER ADDRESSING A MUTUAL NEED

A technical actor in development (a donor, a company, an NGO...) wants to call on an artist to enrich and reinforce the impact of its activity.

A local artist or artist collective, committed to sustainable development issues, wants to work in a process of exchange and social impact.

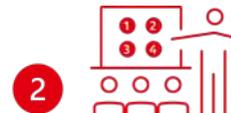
Together, they will work to build an artistic project.



3 IMPLEMENTING A METIS PROJECT WITH AND FOR CONCERNED POPULATIONS THROUGH THE TARGETED DEVELOPMENT ISSUE

The artist and a local collective (a neighborhood, community, village, school, company, collectivity, NGO, etc.) commits to an artistic performance related to the development issues that united them.

The artistic process is a source of mutual transformations, exchanges and dialogues between the local population, actors in the territory or even more distant actors who are still concerned.

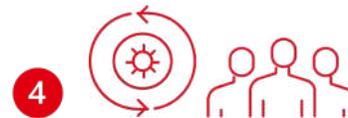


2 A DEMANDING SELECTION PROCESS

The artistic project is submitted to the METIS jury, which analyzes it according to **4 eligibility requirements**:

1. Contribution to the OSD (Objectives of Sustainable Development)
2. Reinforcement and enrichment of a development project implemented in the concerned territory.
3. Involvement of development project beneficiaries located as close as possible to concerned territories to maximize exchange and sources of transformations.
4. Demonstration of the pursuit of excellence in artistic quality.

METIS funds, accompanies and promotes the selected projects.

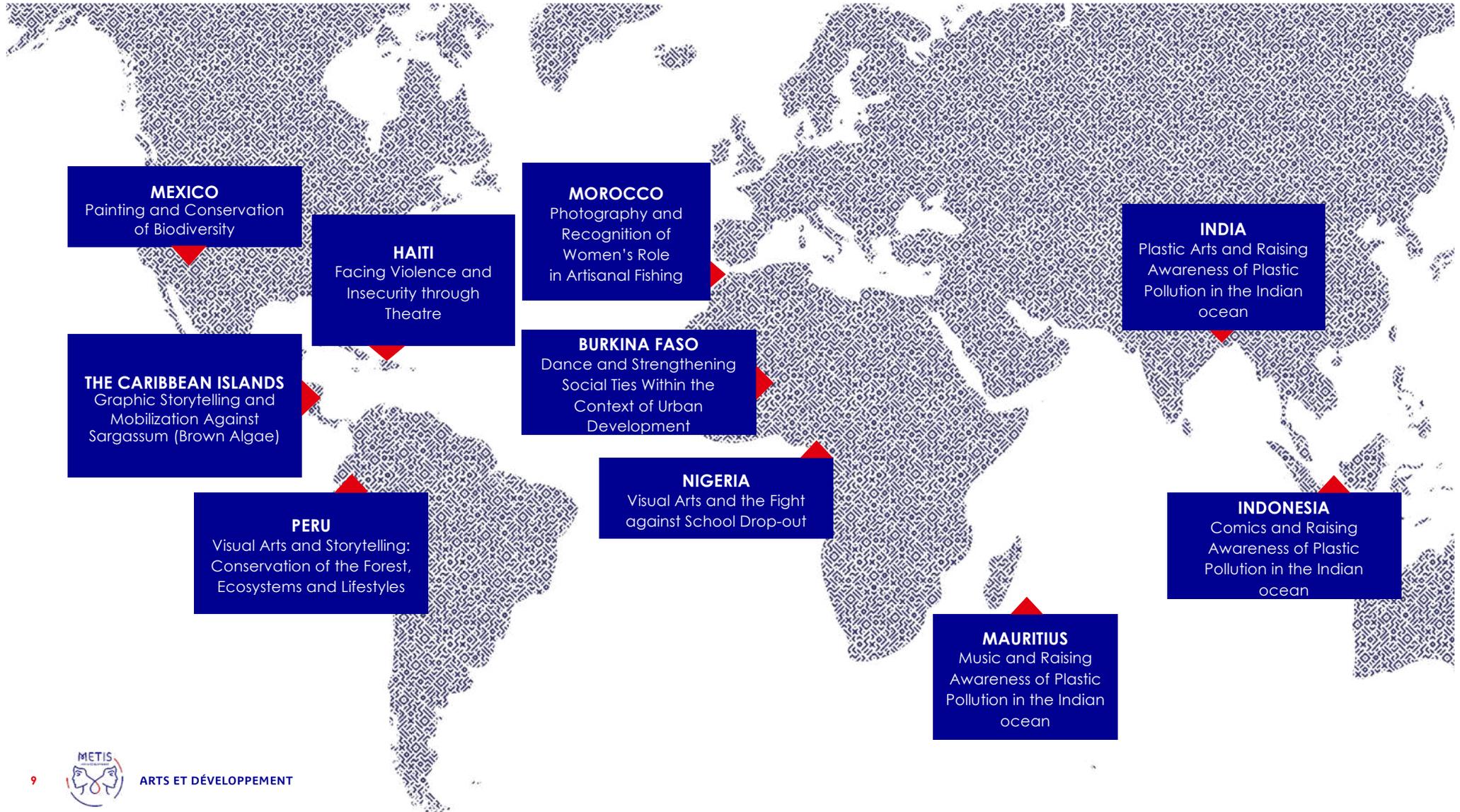


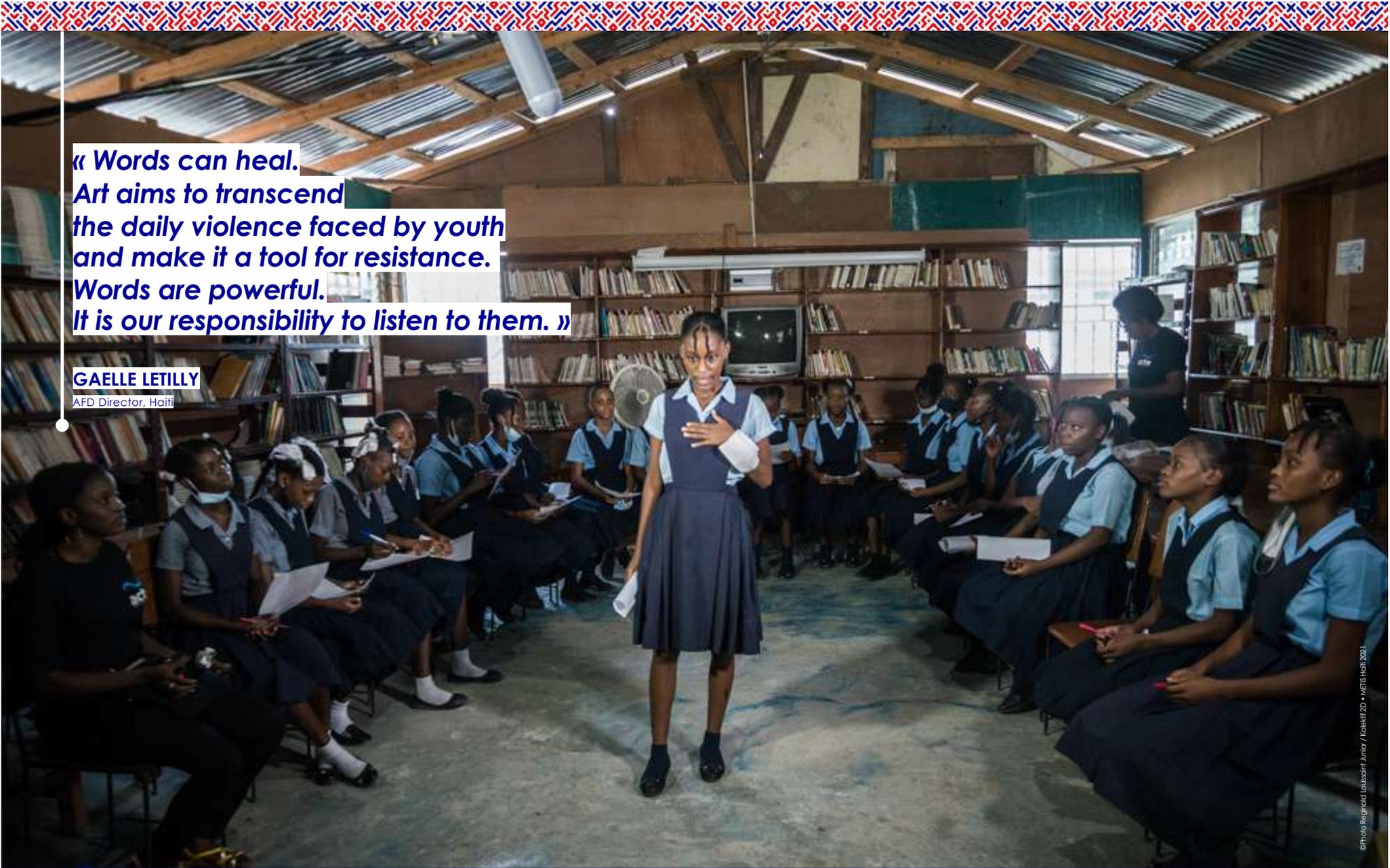
4 CREATING AN IMPACT-BASED DYNAMIC AMPLIFIED ON MULTIPLE SCALES

Diverse video and audio material, as well as moments of connection, are created as they specifically relate to the target audiences and subjects.

Examples : short videos on social networks, documentaries broadcast locally and on TV channels, radio programs, feature films shown in festivals, pedagogical tools in schools, video games and series created for the general public, roundtables and events - organized in presence of the artists - during international development summits and conferences, etc.

METIS throughout the world in 2021



A woman in a school uniform stands in the center of a room, addressing a group of students seated around her. The room is filled with bookshelves, suggesting a library or classroom setting. The students are also in school uniforms and appear to be listening attentively. The room has a corrugated metal roof and wooden walls.

*« Words can heal.
Art aims to transcend
the daily violence faced by youth
and make it a tool for resistance.
Words are powerful.
It is our responsibility to listen to them. »*

GAELE LETILLY
AFD Director, Haiti

©Photo Regnaud Loubssant Junior / Kobalt 2D • MEIS Haiti 2021

HAITI

FACING VIOLENCE AND INSECURITY
THROUGH THEATRE

METIS promotes individual and collective transformations

+ mobilization

+ connection

+ knowledge

+ expression

+ understanding

+ education

+ freedom

+ sharing

+ energy

+ wonderment

+ awareness

+ critical thinking

+ emotions

+ beauty

+ ability to make choices

+ debates

+ strength

+ vision

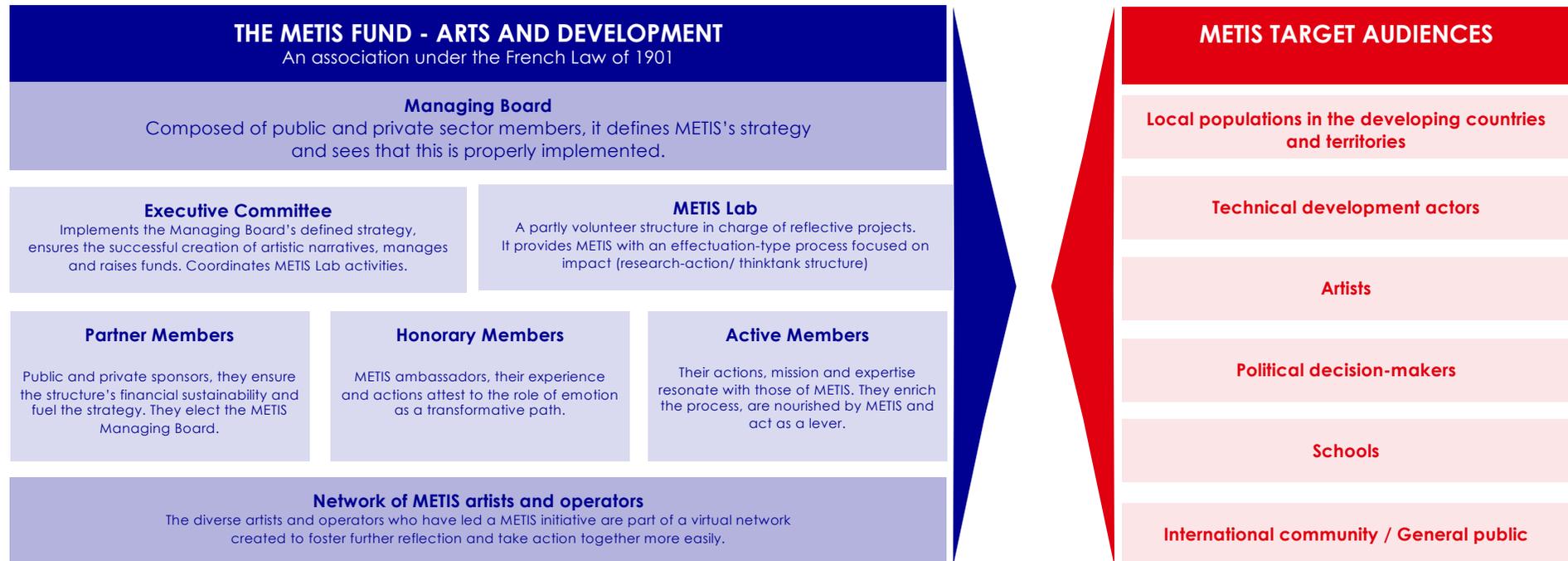
+ possibility

A partnership-based approach bringing actors in development together with the artistic world and private sector

METIS emerged from an intrapreneurial process proposed within The French Agency for Development (AFD). From 2019-2020, the initiative, led by an internal AFD team, matured within an incubation period and then through an experimentation period, in 2021. It is the fruit of exchanges and experiments carried out with numerous actors from the development sector and the artistic world.



Tiphaine de Mombynes initiated this project. For 15 years, she worked within AFD's department of operations. She has lived in Brazil and Kenya. Tiphaine is a visual artist in her free time. Today, she's Director of the METIS Fund, which she develops alongside a committed team.





« Embarking on an adventure with Kan Chan Kin means choosing creation, emotion, possibility. It's a breath of fresh air for the team and a knowing that there will be a meeting of funded projects and our passion. »

ANDRÉ POUILLÈS-DUPLAIX

AFD Director, Mauritius

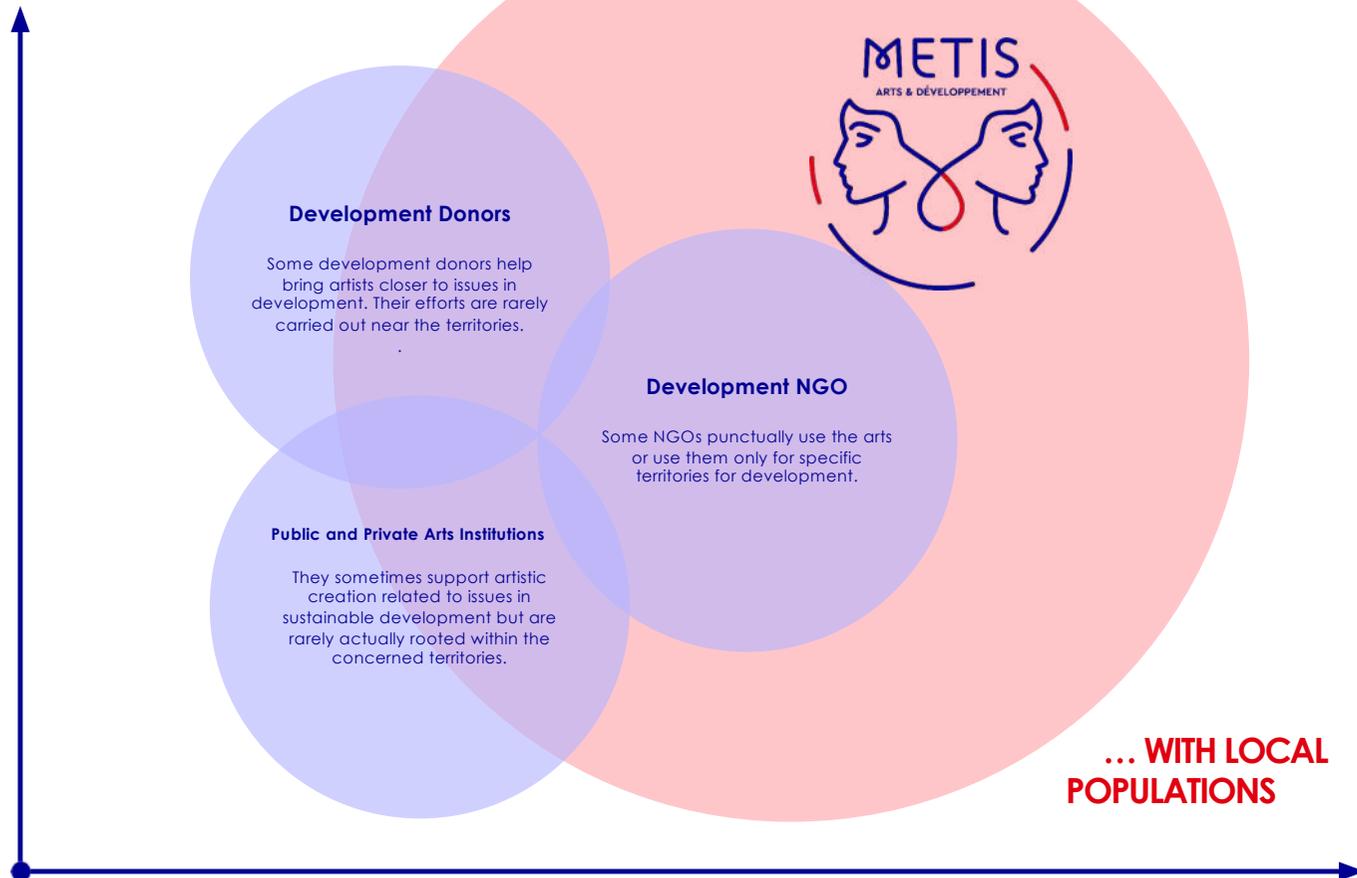
©Photo Algy Boordoo • WELLS Maurice 2021

MAURITIUS

MUSIC AND RAISING AWARENESS OF PLASTIC POLLUTION
IN THE INDIAN OCEAN

METIS is singular and strives to federate actors in the arts and / or development

**ART FOR
SUSTAINABLE
DEVELOPMENT**





« Since the Agricultural Revolution in the late 20th century, mural art has always been used in Mexico as a means of information and communication. The fresco that I'm painting is an esthetic creation, which will remain in public view for generations and will carry a message of caution, action and hope. »

PRISCILA MARTINEZ

Painter

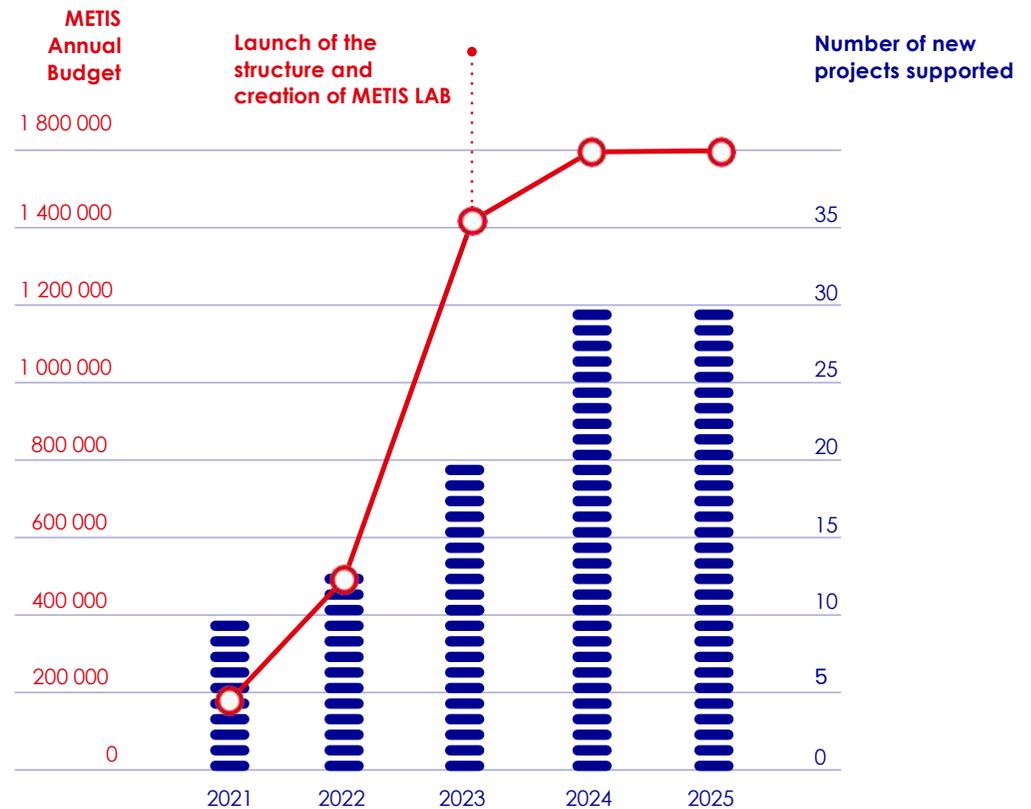
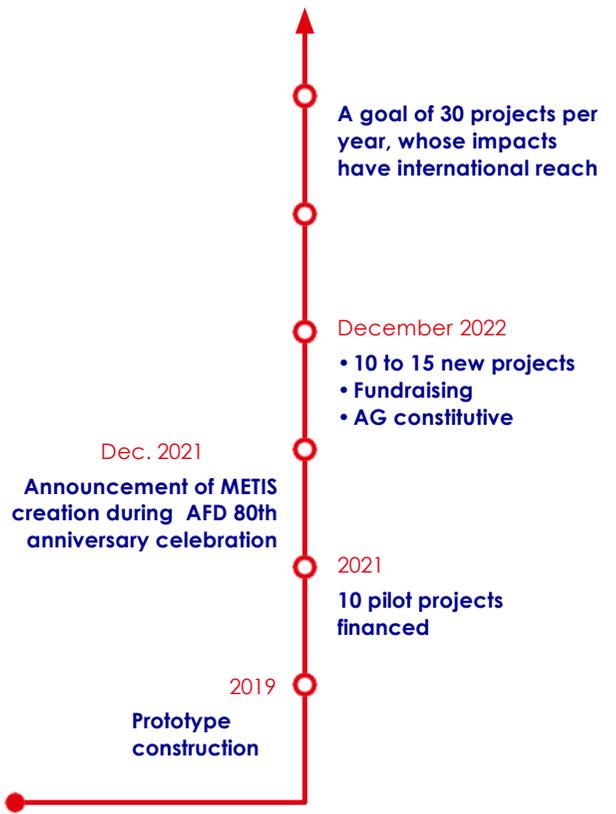
©Photo: Mariated Weiners Octiba • METIS Mexique 2021

MEXICO

PAINTING AND BIODIVERSITY CONSERVATION

A philosophical, technical and financial alliance between public and private donors

METIS supports a growing ambition and strongly focuses on the quality of local narratives, their transmission and the levers of impact they create at other levels.



« Ordinary women
of extraordinary character.
Far from the clichés.
Showing the cohesion
and courage they've proven to have»

LAI D LIAZID

Photographer



©photo local lead • MEIS Maroc 2021

MOROCCO

PHOTOGRAPHY AND RECOGNITION OF WOMEN'S ROLE
IN ARTISANAL FISHING



A specific contract between METIS and each of its donors, driving forces of the process

DONOR MISSIONS

- **METIS donors fuel its strategy and budget. They provide its operational and reflective ambitions.**
- **They elect the Managing Board and can be part of it.**
- **They join an emotional adventure and become vectors of transformation.**

METIS PROVIDES ITS DONORS

- The guarantee of the sustainable development label thanks to the direct involvement of development actors, especially the AFD, one of METIS's founding members
- Initiatives at the crossroads of excellence in development and excellence in social art.
- An international ambition and source of documented transformational stories in which testimonials are qualitative indicators of success.
- Support of living local narratives which advocate beauty, goodness and truth.
- A diverse community of actors where another way of thinking and acting for development are created.
- A flexible and efficient system based on a logic of performance. Experience is a source of learning. Strong focus on the system's impact, organizational issues and growth.
- Creativity and emotion are also vectors of collective intelligence within the system itself.

TAILOR-MADE SERVICES AND CONSIDERATIONS

- International visibility via metis's communication materials, which spotlight its donors. Tax exemption options
- Moments of exchange with talented and committed artist, who open their workspaces and modes of expression to you.
- Moments of immersion organized by development actors in order to understand and experience the issues of sustainable development.
- - The possibility of supporting a specific METIS initiative and participating in its creation.
- - Special access to metis's network of partners and artists to simplify your professional dynamics / interactions.
- - Participation in creative events with all metis donors.
- - Possibility of a privileged channel of exchanges with all of metis donors, from both southern and northern countries.
- - And why not create an initiative: metis in your own professional structures: bring metis to life within your own development contexts!

10 METIS projects in 2021

BURKINA FASO



ART
Dance Street performances and dance classes.

Artiste Irène Tassebédou,
 « Le Grin des Arts Vivants » dance company

DEVELOPMENT
Objectives
 Strengthen social ties within an urban development context :

- Work on self-esteem.
- Promote resilience and inclusion.
- Provide access to art and culture.

Audiences

- Vulnerable urban populations
- Women
- General public

HAITI



ART
Theatre Creation of an original collective work; representation.

Artist Gaëlle Bien-Aimé.

DEVELOPMENT
Objectives
 Face endemic insecurity and instability:

- * Self expression, speaking out.
- End the viscous circle of violence.

Audiences

- Middle schoolers age 12 to 15.

MOROCCO



ART
Photography Reporting, photography workshop and itinerant exhibition.

Artist Laid Liazid.

DEVELOPMENT
Objectives
 Recognize the role of women in artisanal fishing:

- Impacts o female entrepreneurship and financial autonomy on development.
- Environmental preservation

Audiences

- Fisherwomen
- Coastal communities
- General public

INDIAN OCEAN

MAURITIUS INDONESIA INDIA



ART
Music Instruments from recycled materials, musicale creation and performance. **Artist** Kan Chan Kin.

Comics Cartoon against plastic.
Artists Fikri Izzaldin, Maulana Saputra et Audrey Ardissa.

Visual Arts Plastic works made from plastic waste. **Artist** Manveer Singh aka Plasticvalla.

DEVELOPMENT
Objectives
 Raise awareness about plastic pollution in the Indian Ocean:

- Change behaviors and promote waste reduction and sorting.
- Involve partners for resource preservation and waste management.
- Feed artistic practices for greater impact on development

Audiences

- Youth
- General public
- Partners
- Decision makers

10 METIS projects in 2021

MEXICO



ART

Painting Murals, social activities.

Artist Priscila Martinez

DEVELOPMENT

Objectives

Promote biodiversity conservation:

- Raising awareness through art
- Community involvement
- Create a sense of belonging

Audiences

- Residents and actors in the territory

NIGERIA



ART

Painting Drawing, painting and collage workshops; exhibition and sale with proceeds going to ONG.

Artists Chidima Urunwa and Uche Uguru.

DEVELOPMENT

Objectives

Fight against school drop-out:

- Promote emotional expression to overcome difficulties
- Reintegration into school system through art
- Back to school fund

Audiences

- Non-schooled children
- Vulnerable residents
- Parents
- Community leaders.

PERU



ART

Visual arts and storytelling

Residency exchanges between the Peruvian Amazon and France's Brocéliande Forest.

Artists Jessica Moulinet, Philippe Manguin and Peruvian artists.

DEVELOPMENT

Objectives

Conservation of forests, ecosystems and ways of life through artistic dialogue:

- Promote cultural and natural diversity
- Inspire new models of development and living together

Audiences

- Local communities.
- General public

DOMINICAN REPUBLIC

CARIBBEAN AND GOLF OF MEXICO



ART

Graphic storytelling Regional comics

Artists Jessica Oublié & 9 illustrators in the concerned countries

DEVELOPMENT

Objectives

Mobilization against Sargassum (Brown Algae)

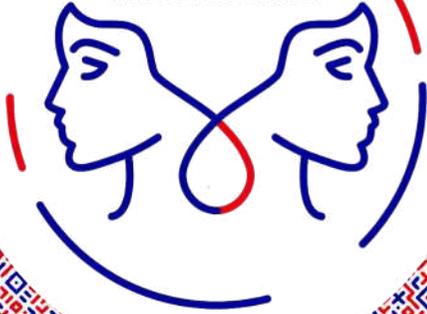
- Raise awareness about environmental and socio-ecological repercussions.
- Inspire regional joint solutions.

Audiences

- General public.
- Decision-makers.

METIS

ARTS & DÉVELOPPEMENT



METIS, GREEK GODDESS OF WISDOM

METIS discretely contributes to Zeus's unparalleled strength from within his chest, since his devouring of her. A goddess with multiple faces, METIS is a way for us to portray the power that joining arts with development can have.

"The capacity for intelligence to which METIS refers plays out in very diverse fields, focusing on practical efficiency and striving for success within a field of action."

Detienne et Vernant, Cunning Intelligence in Greek Culture and Society – Greece's Metis, 1976

WEB www.afd.metis.f

CONTACT Tiphaine de Mombynes

EMAIL demombynest@afd.fr