

April 30, 2020 @ 12 noon

# FUNDING DIGITAL STRATEGY PROJECTS

**JESSA AGILO**

@AgiloArts | @ArtsPond8



Canada Council  
for the Arts

Conseil des arts  
du Canada



@AgiloArts  
@ArtsPond8  
@ILostMyGigca  
@ArtseUnited  
@DigitalASOca  
@Groundstoryca

# ART

Boosting  
healthy human  
ecosystems  
on-the-ground +  
in-the-cloud

# MAKER



@AgiloArts  
@ArtsPond8  
@ILostMyGigca  
@ArtseUnited  
@DigitalASOca  
@Groundstoryca

# EQUITY

Social  
Spatial  
Economic  
Digital

# JUSTICE



# AHA!

<https://artspond.com/aha>

<https://artspond.com/2019/08/21/aha-grant-writing-pdf/>

**HELLO@ARTSPOND.COM : “DSF Grant Copy Request”**



# DIGITAL FUNDING STRATEGIES



Serial scale

Sweat synergy

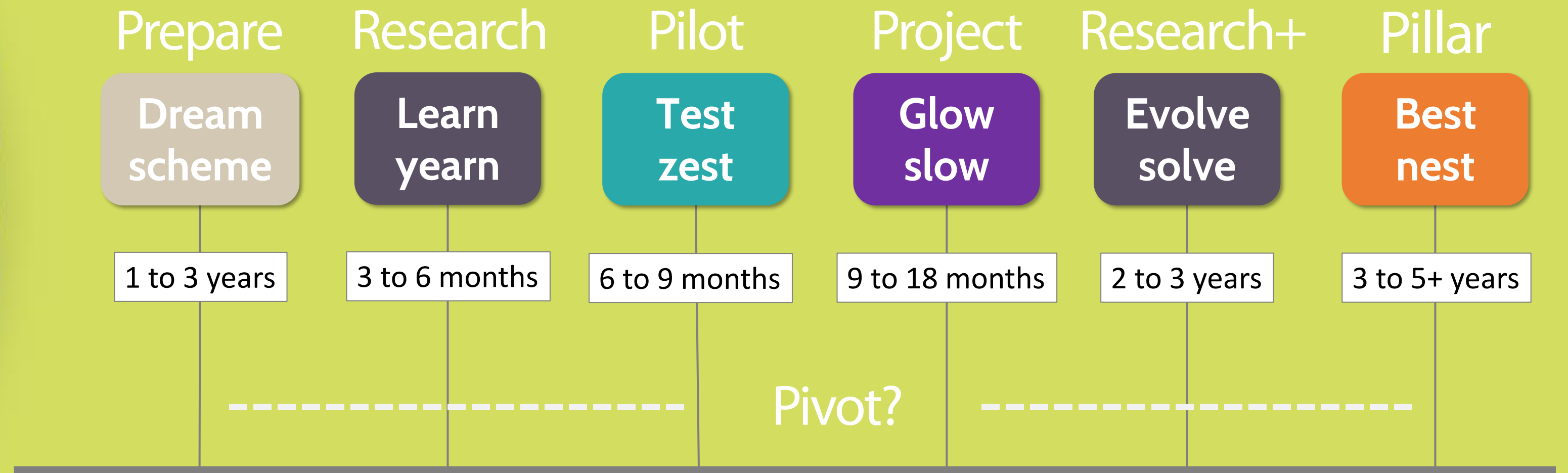
System shift

Safe sustain

# SERIAL SCALE

- **Seed multiple phases** of capacity-building, learning, and program design from single impulse
- **Slow, intentional growth** with iterative pilot testing and project scaling driven by evidence-based sense-making + decision-making at macro and micro focus
- **Strategic flexibility** open to pivot as necessary

# SERIAL SCALE: MACRO



# SERIAL SCALE: MACRO





# SERIAL SCALE: MICRO

## + innovation research

Addressing barriers to sustainability  
Shared domain ontology design  
Promoting interoperability  
Applications of AI + machine learning

## + public engagement

Public stakeholder consultations  
Early adopter focus groups  
Webinars, podcasts, articles  
Open source knowledge sharing



Glow slow

Innovation

Structural

Engagement

Technical

# SERIAL SCALE: MICRO

## + structural scoping

Corporate assessment (coop)  
Legal policy and IP agreements  
Other domain knowledge

## + technical prototyping

Design thinking, technical audits  
Product design, wireframing  
Back/front-end development  
Alpha/beta testing



Glow slow

Innovation

Structural

Engagement

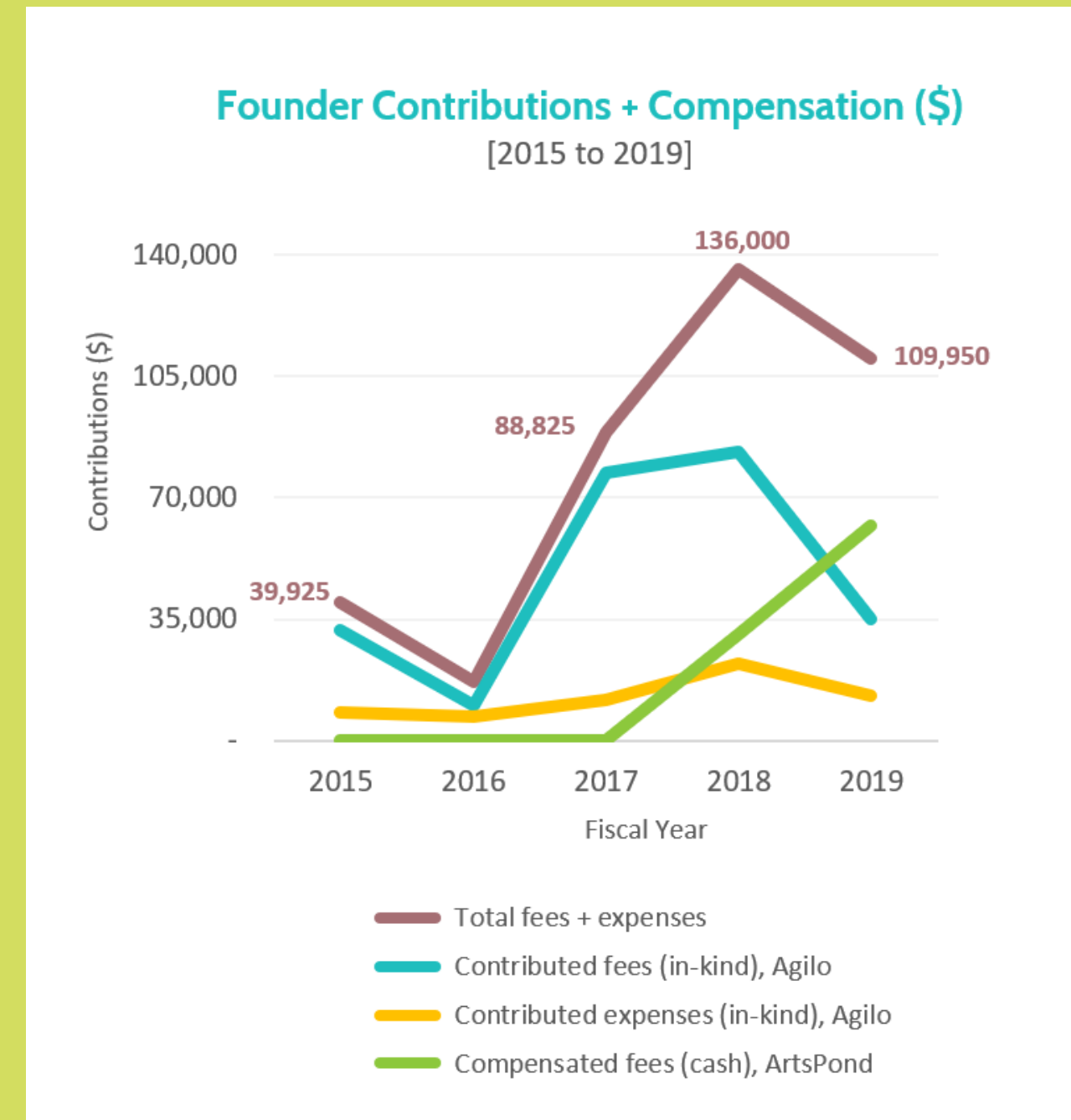
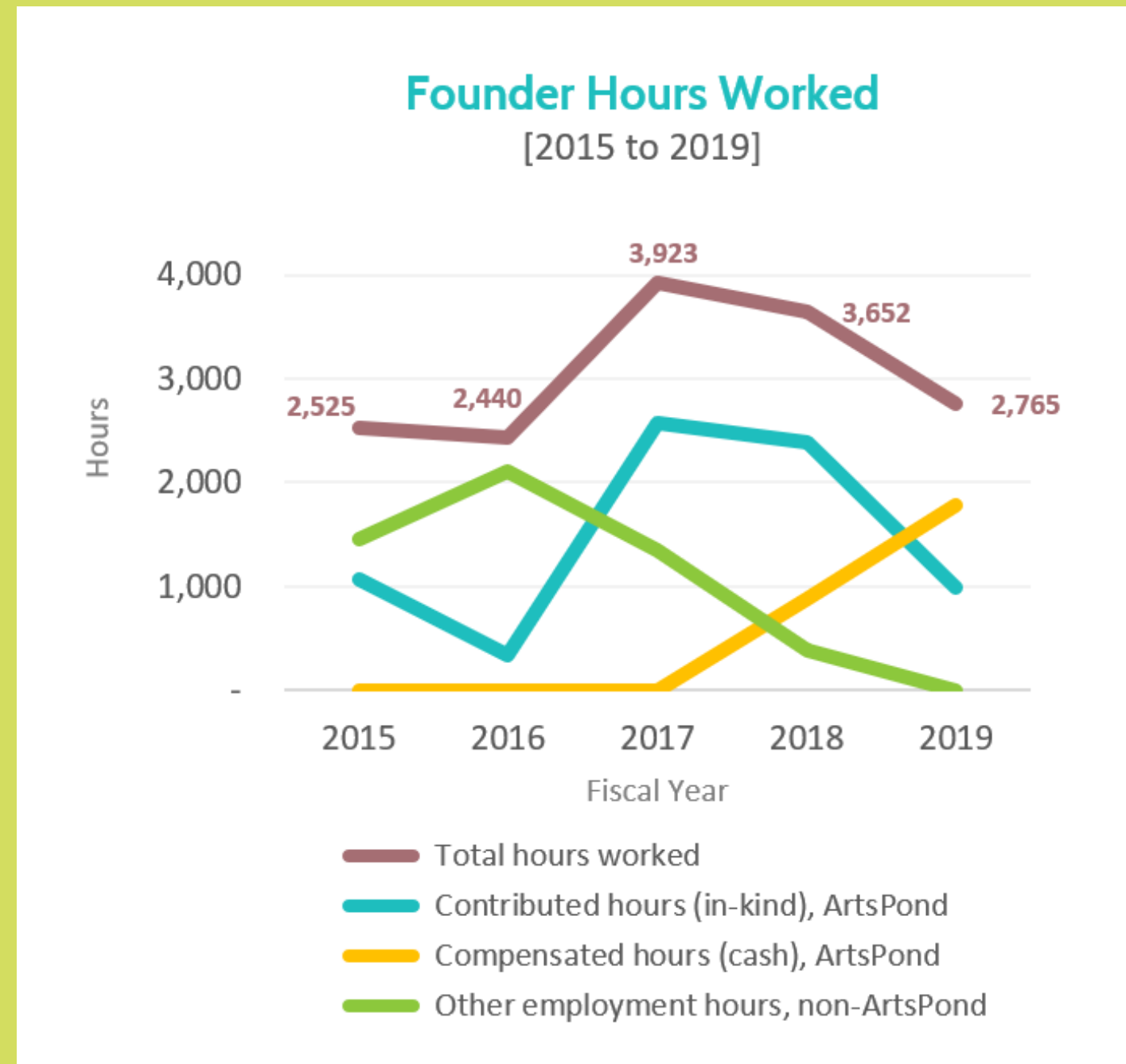
Technical

# SWEAT SYNERGY

**Sweat equity with shared spirit of resilience + solidarity with impacted people and power champions**

- All digital problems are human
- All human problems are both **supported** and **amplified** by digital, especially for equity-seeking groups
- Founder must be adept at holding both
- Hire coaches and diverse support team to address gaps in knowledge and help prevent burnout

# SWEAT SYNERGY



# SWEAT SYNERGY

- **Spunk + stomach**

Grit, nerve, heart to stand up and stand firm when faced with adversity alone; courage, drive, and determination to face adversity and aloneness without loss of heart or inspiration

- **Stamina + storm**

Bank of inspiration to strengthen endurance through urgent challenges/opportunities; eagerness to spark, sprout, seed scrappy storms that shift the status quo internally and externally when faced with seemingly intractable problems

# SWEAT SYNERGY

- **Selfless + silo-free**

Selfless solidarity with racialized, disabled, Indigenous, and other equity-seeking groups through active dissemination of power; boosting deep, collective action across regional, disciplinary, and other silos as a starting point (not a culmination)

# SWEAT SYNERGY

- + 2 Backbone Leads (Arts, Tech)
- + 80 National Advisors
- + 1 National Alliance Manager
- + 1 National Alliance Coordinator
- + 6 Regional Alliance Coordinators
- + 1 Tour Manager
- + 6 Youth Associate Interns
- + 20 Digital + Equity Justice Facilitators and Guest Speakers
- + 10 National Venue Hosts



Evolve solve

# SYSTEM SHIFT

Culture/Tech + United Nations 2030 Global Sustainable Development Goals

**Economic equality**

**Spatial justice**

**Social inclusion**

**Anti-racism**

**Indigenous reconciliation**

**Climate solutions**

**Post-pandemic culture**



**Digital and data justice**

**Smart cities, surveillance capitalism**

**Ethics of AI, machine learning**

**Enviro impacts of blockchain**

**Open source, cooperative platforms**

**Discoverability, linked open data**

**Identity tracking**



# SAFE SUSTAIN

## Hyper local, deeply national

6 to 150+ cross-sectoral partners per project

Easy in, easy out

Invitation to self-determination

Collective ownership, collective impact



# Q&A

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