

# ARTMEETSEARTH

Synergy of art and business for the Planet

#byartwemeetpeople #inservicetohumanity

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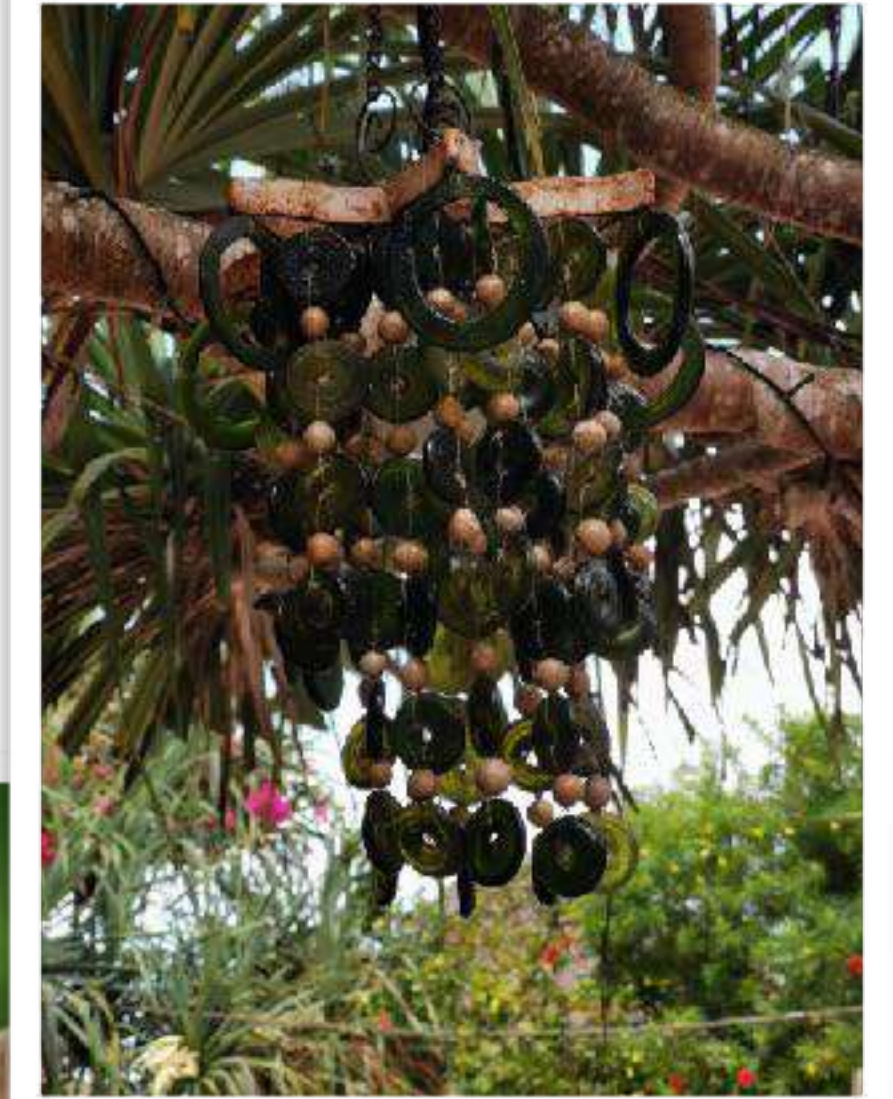


# ARTMEETSPEOPLE meets Earth

The ARTMEETSEARTH program, created by Art Meets People Foundation fosters global cooperation between creative and business communities to benefit the planet.

By connecting these sectors with local communities, it provides support and know-how for implementing eco-friendly solutions.

The program raises awareness and empowers creative communities to adopt sustainable practices, serving as an effective tool for transdisciplinary development





Art Meets People engages local communities to implement sustainable solutions, offering a flexible model that can be adapted and replicated globally

### *#ESG in practice!*

Corporations often dispose of toxic waste in developing countries, where plastic is burned on beaches and streets, releasing harmful compounds into oceans and impacting marine ecosystems and global food chains.

ARTMEETSEARTH addresses this issue by engaging local communities, promoting fair trade, and transforming waste into practical items. Through transforming waste into useful everyday items and simple recycling practices, the program fosters ecological awareness and sustainable development.





# ARTMEETSEARTH - Zanzibar Pilot

**ARTMEETSEARTH** began as a pilot in Zanzibar, a tourist hotspot where plastic waste is often burned on streets. The program collects beach waste and transforms it into artistic products with practical uses, reducing plastic pollution and promoting responsible consumption.

By actively involving the local community, **ARTMEETSEARTH** nurtures creativity, supports professional development, and builds ecological awareness. The initiative aligns with global pro-ecological trends like **#ZeroWaste**, **#ProtectNature**, and **#Sustainability**, showcasing the potential for scalable impact.





# ARTMEETSEARTH ZANZIBAR - Cultural Collaboration

Launched in 2021, ARTMEETSEARTH Zanzibar draws inspiration from the cultural collaboration with local arts of UNESCO-listed Stone Town. The initiative highlights cultural heritage while supporting local artists through partnerships like [DESA Unicum](#). Collaboration with African Foundations #PortaFoundation, #OmenaaFoundation, and #ArtMeetsPeople enriched the project, fostering knowledge exchange during a panel discussion at Desa Unicum in Warsaw.





# ARTMEETSEARTH: Redefining Corporate Responsibility Through Sustainability

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# ARTMEETSEARTH - Global Cooperation

**ARTMEETSEARTH** is a global model for cooperative efforts between art, technology, and local communities aimed at environmental protection and sustainable development. We offer internships, workshops, and tools to activate these partnerships, providing professional development. **The synergy between art, business, and the local community** creates practical solutions for protecting natural resources and raising awareness in regions that need it most. **Responsible businesses** can engage in these vital activities through financial support and hands-on involvement, using their participation to strengthen their corporate image as a company committed to social and environmental responsibility.



# Building a Global Network for Environmental Change

**ARTMEETSEARTH** is dedicated to addressing environmental degradation by fostering collaboration among micro-organizations across continents. **By creating a global network of cooperation**, we enable the exchange of know-how, activate the flow of resources, and provide real support where it is most needed.

**Our long-term goal** is to establish a hub that connects and supports these micro-organizations, enhancing knowledge sharing and scaling collaboration efforts. This solid foundation allows the program to be replicable, ensuring its impact grows across regions.

With destinations like **India, Egypt, and Brazil**, **ARTMEETSEARTH** works to inspire change through collective efforts, tackling environmental challenges along iconic coastlines while integrating cooperation at multiple levels.



# ARTMEETSEARTH - Global Cooperation

**In India,** trash and marine debris increasingly threaten the coast's natural beauty, marine life, and the well-being of local communities. Addressing these issues requires sustainable tourism, stricter waste regulations, and regular clean-up efforts provided by [Waste Warriors](#)

**In Brazil, Boiçucanga Beach** struggles with urban and river-borne litter, including cigarette butts, affecting sensitive ecosystems near protected areas. Better waste practices and public awareness are key to preserving its environment. [Kaysa Residency](#) is the hub that will allow us to work with the local community and institutions as [Instituto Supereco](#), Mar limpo, [Plastic Fisherman](#), Lixo Zero, [Instituto Argonauta](#).

**South Sinai, Egypt,** faces similar challenges, with plastic waste and fishing gear polluting pristine waters and endangering coral reefs, vital to its marine biodiversity and tourism. Poor waste management further exacerbates the problem, requiring coordinated solutions. [HEPCA](#) and [Banlastic](#) are some of the cooperatives that are in our plans to team up with.



# ARTMEETSEARTH - ESG

## We are changing the world ! Benefits of cooperation:

A trusted business partner can align with our mission and support the global ARTMEETSEARTH program, reflecting its commitment to ESG values.

Partners can showcase their involvement through press releases, PR, and CSR initiatives, enhancing their sustainable ESG identity.

he program also offers opportunities for HR communication and employer branding by integrating sustainability policies and engagement with ARTMEETSEARTH.

Strategic partners can incorporate the program into their exclusive communication efforts, aligning with sustainable development trends and meeting ESG standards.



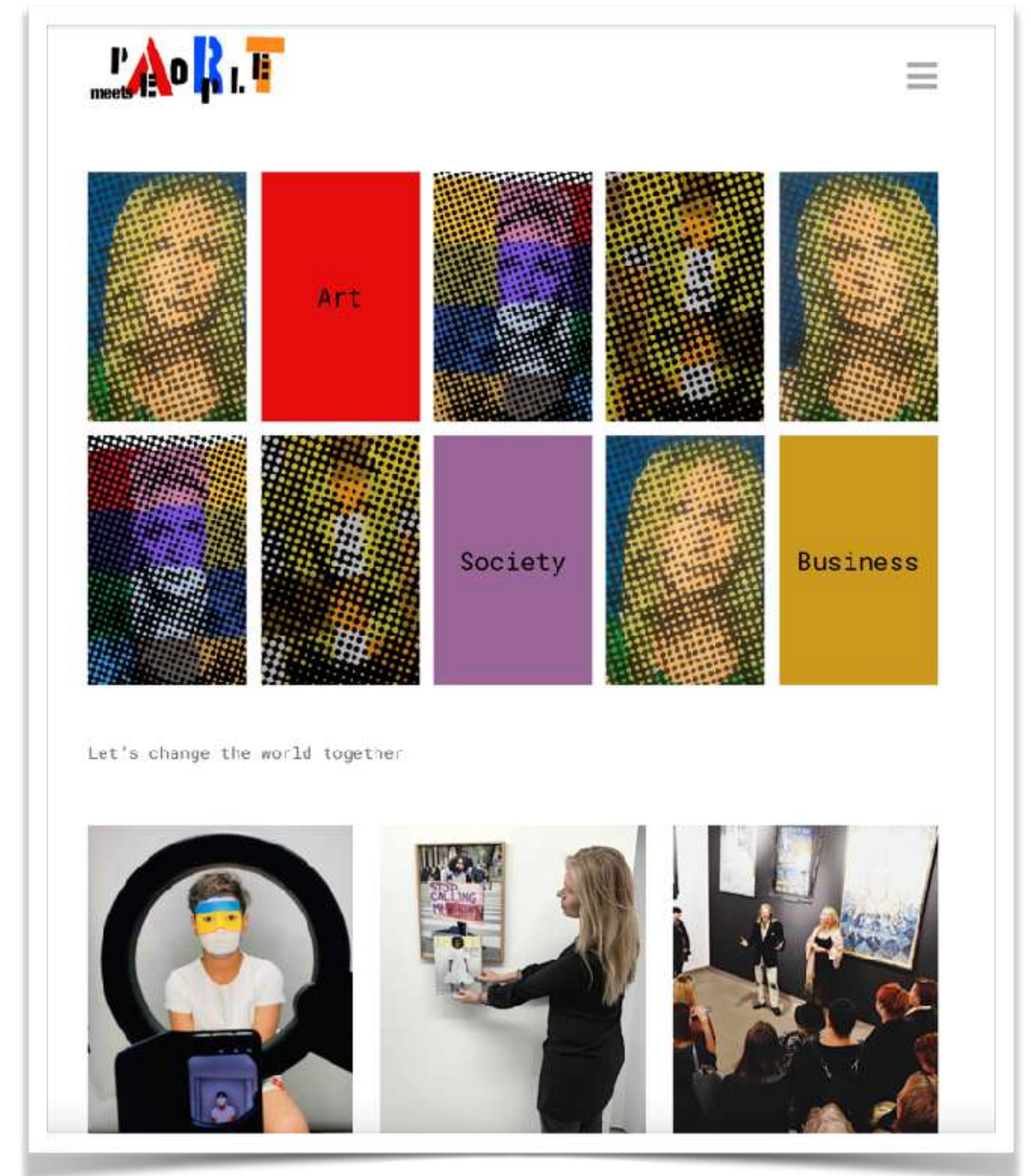


# ART MEETS PEOPLE - FOUNDATION

The [ART MEETS PEOPLE](#) Foundation integrates art into social and business initiatives to foster cultural exchange and promote ecological awareness. We collaborate with reliable, planet-friendly brands, adhering to ESG policies.

Through the long-term ARTMEETSEARTH program, we drive sustainable development by involving the artistic community in environmental protection. We leverage global technologies, including our presence at [EXPO 2020 Dubai](#).

Our experienced team specializes in communication and art, having developed and implemented numerous interdisciplinary programs and campaigns.





# ART MEETS PEOPLE - WHO WE ARE

**Renata Plaga** is a founder of ART MEETS PEOPLE, a deep believer in the power of artistic collaboration for the planet and social development. She is a Polish artist and art curator with worldwide recognition. She graduated Sociology and Journalism from the University of Warsaw. For several years she has been an expert in communication strategy and has worked with commercial brand and clients, also she has taken a substantial part in several social campaigns. Her art management was enriched by experience from New York City where she used to work as Deputy Director of Polish Cultural Institute.



**Monica Hirano** is the projects Worldwide Coordinator. Her background is visual artists and curation. Over the past nine years, Monica has lived and worked across Egypt, India, Malaysia, Europe, and Brazil, earning an MA in Arts Management from the Istituto Europeo di Design, Rome. She has exhibited widely, with highlights including PF2119 in Brazil (2024), the IAPAR Festival in India (2023), BorderLand Residencies in Belgium (2023), Something Else III in Egypt (2023), and the BeFantastic Festival in India (2022–23), among others, showcasing her work on an international scale.





# ARTMEETSEARTH



## ART MEETS PEOPLE

FOUNDATION is registered in Warsaw, Poland according the EU governance.

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