

# INTRODUCTION

*This booklet, I am – I can, was written to motivate people everywhere to follow their dreams and achieve the best possible outcome of their enterprises in culture-making. And by doing so, to also take a bigger responsibility for their lives, and their own future – and not to wait for “somebody” to do it for them. We all have the ability within ourselves – it is just to believe in it, to find it, and to start doing something about it. This is the reason for the name, even the slogan: “I am – I can”. By joining with others to realize your dreams and your plans, you’ll soon realize that “We Can”!*

This booklet is a part of a project, and a partnership, between the City of Raseborg in Finland and the Makana Municipality in South Africa: the Makana-Raseborg Municipal Partnership. It has been a part of the so called North-South-program administered by the semi-official Finnish national organization Kuntaliitto – Kommunförbundet, the Association of Finnish Local and Regional Authorities, and financed by the Finnish Foreign Ministry.

Within this partnership different forms of cooperation have been developed in a number of fields of the most diverse nature; water, waste, energy, education – and culture. Within the cultural cooperation between these two countries we want to look for new paths for

promoting participatory cultural activities and actions – and what we can do together. In doing so, the central aim is – as stated above – to inspire anyone and everyone to take actions in shaping their own lives and future. And to try seizing the possibilities culture gives.

With this booklet we hope we can offer some guidelines for finding one’s abilities, developing ideas based on them, starting the path to develop them, and turning them into concrete actions – and what to keep in mind while doing so. The texts are written by different people in both countries, giving the reader general tips and information about how to make his or her ideas and dreams come true. We hope with this booklet to help especially young people in their



search for "the next, real, step". That said, this booklet is meant to be of use for anybody who has an urge to go forward. Nobody has to know everything oneself at the outset – and nobody does! There is help to get and advice to take into consideration.

First of all, it is important to believe in yourself and in your ideas and ability to succeed. In Part I you can learn more about this.

In Part II you will learn about the civic society and the third sector, which are essential for every citizen in culture-making.

In Part III we show you practical examples of how common people, artists, groups, associations and communities have developed and realized some – their – ideas and made them work in both Finland and South Africa. Most of the persons and entrepreneurs behind the endeavors described in this part started out small and then developed their activities over time, sometimes after or through even considerable difficulties. The examples are chosen to represent a broad spectrum of society and the cultural field, and we hope they can inspire others to make their own ideas that are there somewhere, waiting, to come alive!

The final part of the booklet will give you practical information about how to plan a project, make a budget, a time plan, a marketing plan and many other things. By learning about these things, you can avoid making unnecessary mistakes.

This part of the project also has a website where you will find all the information and pictures from this booklet and also additional material. The plan is to broaden the website material in order to keep the project alive and develop it further. Both this booklet and the web material are free to use as you see best; you can, for example, download any of the chapters to your

own device and print it yourself or use the material for educational purposes, for discussions in your group, or for your own use.

The web site is found here:

<http://www.thingswecan.com/>

Please, send your feedback, comments or questions to [borje.mattsson@pp.inet.fi](mailto:borje.mattsson@pp.inet.fi)

*Börje Mattsson*

*Project Coordinator*

*Makana-Raseborg Municipal Partnership*

