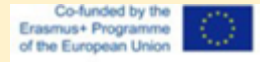


SECTION 4)

READ A FURTHER REVIEW ABOUT TARGET GROUP AND STAKEHOLDERS

(Supplementary text about the designing of a project in Pdf).



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- Some may think that you as an artist somehow are your own target group when describing a project with a view to apply for money and subsidies from a private foundation or a tender from a public authority etc.
- But even if you as an artist are looking for funding possibilities to finance the creation, production and implementation of an artistic event or a project, it will usually be necessary to point to a **specific target group outside the group of artists and other stakeholders** engaged in the event, for instance participative groups, audiences etc. |
- The more targeted an artistic project is towards a specific target group it will – all other things being equal - be easier to gain attention and even support for the event or project.

SECTION 4)

READ A FURTHER REVIEW ABOUT TARGET GROUP AND STAKEHOLDERS

(Supplementary text about the designing of a project in Pdf).



- Whether your project is an artistic event or has a definite social aim - you must clarify and describe who you would like to involve as **participants** in the project. Be it a specific audience or population segment, for example vulnerable young people with psychosocial challenges.
- Within the tradition of **socially engaged art**, artistic events and projects will typically go hand in hand with specific social objectives delimited to a specific target group or a local community.
- In such cases, the target group may easily be described. However, it becomes the more important to ensure that the specific objectives are **credible** in relation to the target group's prerequisites, for example an objective of involving vulnerable young people in the creation and performance of a theatre performance.