

Creative
Climate Action



THE BOHEMIAN WAY

Understanding our past, building our future

Narrative Report March, 2023





Faussagh Ave

Patoan Rd

Navan Rd

Quarry Rd

Cabra Rd

Old Cabra Rd

Circular Rd

Prussia St

Aughin St

GRANGEGOO



Infirmery Rd

STONEYBATTER

PALATINE SQUARE

Marl St





Introduction

The Bohemian Way project is a Creative Climate Action initiative that combines creativity, technology, community engagement, and football to promote community-led climate action in Dublin. At the heart of the project is an interactive app that allows users to explore different sites across Dublin 7, including art installations, histories, football-related locations, and climate action initiatives.

The project involved a diverse group of individuals, including artists, educators, activists, and members of the Bohemian FC community. While creating the app, the team organised and implemented various activities and events, such as foraging workshops, a beach clean-up, a pop-up shop, and climate workshops, to engage people of all ages and backgrounds.

The app is a map-based interface that guides users through the different locations in Dublin 7, allowing them to engage with the community and learn about community-led climate initiatives. Even before the app launched, there had been numerous successes. The funding enabled the building of networks between community groups and climate initiatives. From this, many exciting initiatives have evolved. These include the Bohemian Community Supported Agriculture initiative, the Bohemia Cycling initiative, a Space to Grow, and the very exciting Bohemian Climate Cooperative that has secured funding from Pobal for its initial development.

The Bohemian Way project is an example of how creativity, community engagement, and technology can be leveraged to promote climate action that is inclusive and accessible. We hope the app will continue to inspire people to take action on climate change through the showcased community-led initiatives.

We would like to thank Creative Ireland making this project possible. It's important to note that this report is not the independent evaluation of the project, which is currently being conducted by the DCU Centre for Climate and Society. The evaluation report will be completed in September, after the app has been functioning for some time. We look forward to sharing the findings of the report and hope that it provides useful insights into the effectiveness of the project and the potential of community-led initiatives to create positive social and environmental change.



The Numbers

35 artists funded



9 public events



7 community climate initiatives engaged

and

4

catalysed



15,794

engagements on
Twitter and

920

followers on
Instagram

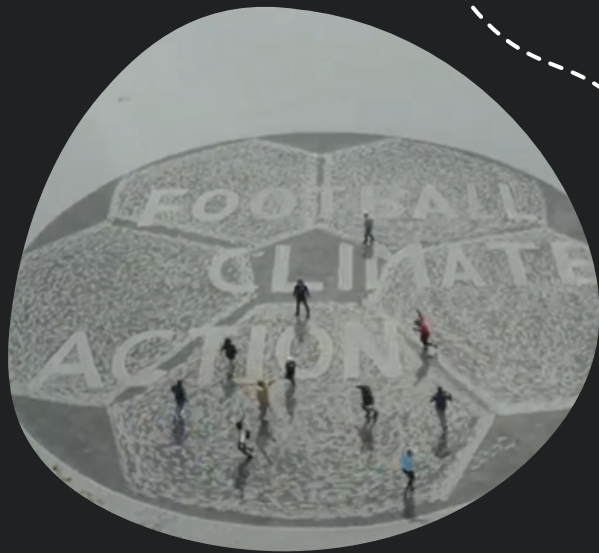




Milestones along the Way



Kick-off
Cobblestone Gig
20th Feb '22



Earth Day
Sand Art & Beach Clean
23rd Apr '22



Bike Week
Bicycle Kicks
14th May '22



Phizzfest
Food Waste & Foraging Tour
15th May '22





Stoneybatter Festival
Pop-up Shop @ Maureen's

18th-19th Jun '22



Silver Screen

The Bohemian Environmental Justice Film Festival

8th - 11th Sept '22



Culture Night
Walking Tour

23rd Sept '22





Sonic Studios
Laying Down Tracks

27th Oct '22



Tech
App Testing Begins

12th Jan '23



Farming
CSA Launched

21th Feb '23



The Bohemian Way
Launch Event

18th Mar '23



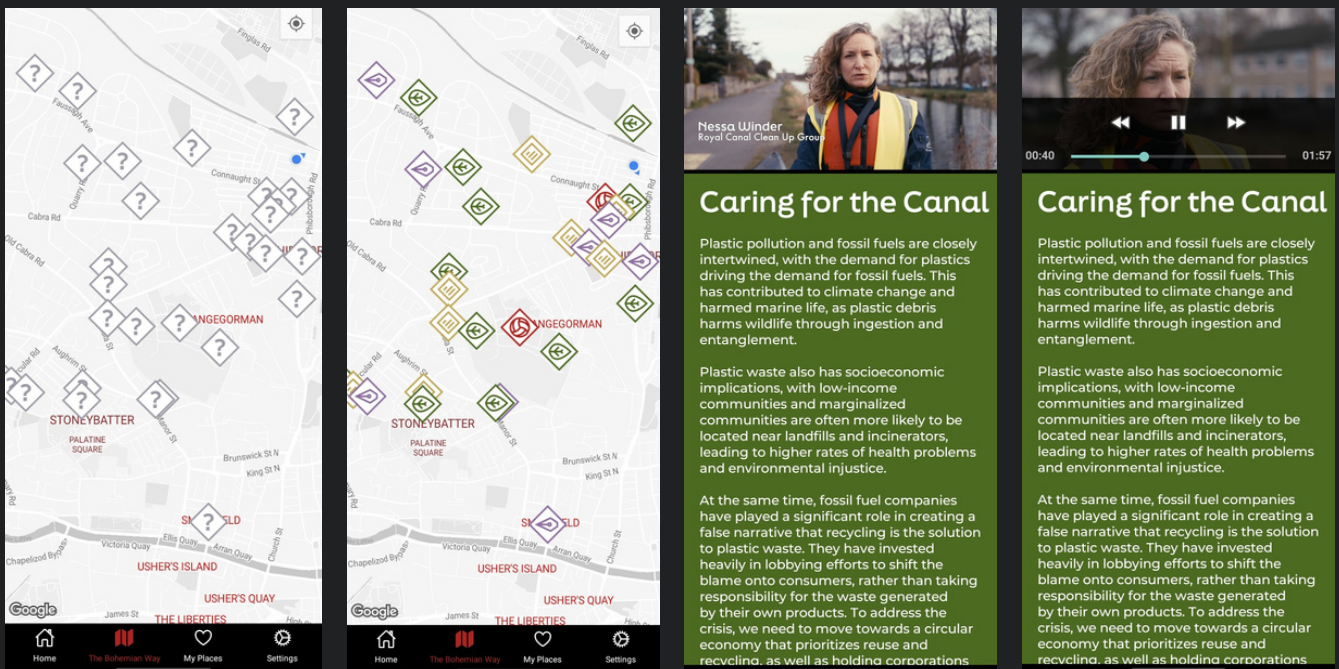
The App

The centrepiece of the project, The Bohemian Way app, is an innovative way for users to explore different sites across Dublin 7 and promote community-led climate action. The map-based interface features 53 unique sites, denoted by different icons depending on their categories, such as creative pieces, historical stories, football-related locations, and climate action initiatives.

To add an element of surprise and discovery, the sites are initially marked with a question mark until the user approaches them physically. This feature encourages users to engage with the community and its initiatives in a more personal way.

The app has been designed with flexibility in mind, allowing for the addition of new sites in the future to keep the experience fresh and interesting for local users. This approach ensures the app can continue to grow and evolve as new initiatives and creative works emerge in the community.

In May, bee hives will be placed to create the pollinator highway and their locations will also be added to the map, highlighting the app's focus on promoting sustainable initiatives and environmental stewardship.



To begin with, all sites are hidden, but will be revealed as the user explores Dublin 7.

Each site contains piece of media, which can be toggled to fullscreen mode, accompanied by some contextual climate text.

Community Engagement

Community engagement is a crucial element of the Bohemian Way project, to ensure Dublin 7 felt a connection to and sense of ownership of the project. The app showcases all local community climate initiatives, highlighting the importance of community-led initiatives in creating positive environmental and social change.

In addition to the app, the project also involved nine public events that encouraged engagement and participation from people of all ages and backgrounds. These events included foraging workshops, a beach clean-up, a pop-up shop, and climate workshops.

Convergence

The Bohemian Way project facilitated interactions between community groups, promoting collaboration and the exchange of ideas. An excellent example of this was the project announcement at TU Dublin, as part of the People's Transition launch. For this event, all community climate groups were invited to participate and showcase their work.

This event is credited by many in the community with building new relationships between groups, as they realized who else was active in Dublin 7 and began to reach out to one another to build new collaborations.

Inspiration

The Bohemian Way project has had a significant impact on the community, catalyzing the creation of several new climate actions. One example is the Bohemian Climate Cooperative. The Cooperative has received funding from Pobal to build the capacity of the community to collectively own and operate a cooperative. The objective is to deliver climate solutions such as renewable energy services, retrofitting, and bicycle maintenance in a manner that builds community wealth.

Another example is the Bohemian Community Supported Agriculture project, which has already attracted over 25 members for the new growing season and came directly from engagements on the Bohemian Way. Conversations related to the Bohemian Way also led to the creation of A Space to Grow, a community growing project tackling both climate change and social isolation.





Looking to the Future

There are exciting plans in place to encourage continued engagement with the Bohemian Way project in the coming months. For example, the placement of refuge hives for the pollinator highway, poetry workshops, a Bohemian Way podcast, and matchday engagements, which will create new opportunities for engagement and participation from people in Dublin 7 and beyond. These activities aim to keep the project fresh and interesting, encouraging continued exploration of the community and its initiatives.

Pollinator Highway

The Bohemian Way, in partnership with Bí Urban, will place 10 refuge hives across Dublin 7 in May, manufactured by prisoners in Arbor Hill and painted by local children. These hives are crucial for the survival of bees, as they provide a safe haven during swarming season when bee colonies split and seek new homes. In addition to the hives, 2,000 wildflower seed packages will be distributed, further developing the pollinator highway and promoting biodiversity in the community.

Bohemian Way Podcast

The Bohemian Way project will release a four-part podcast series from May to July, targeting Bohemian FC fans. Each episode will be themed, covering topics such as football, travel, food, and energy. The podcasts will highlight sites on the Bohemian Way app, providing an engaging and immersive experience for listeners. Additionally, the series will feature interviews with experts in various fields, offering insight and knowledge on topics related to sustainability and social justice. This initiative demonstrates the project's commitment to utilizing technology and creative mediums to promote community engagement and inspire action on climate change.

Extensible App

The Bohemian Way app has been designed to be extensible, meaning it can be expanded upon in the future. If further funding is secured, it could provide a cultural touchpoint for the Bohemian Climate Cooperative, providing a means for the community to learn more about the potential for community-led initiatives.

Learning from Challenges Encountered

Developing a Creative Climate project was uncharted territory for Bohemian FC. Challenges were encountered during the development of the Bohemian Way, particularly with regard to human resources required to deliver a project of this scope and ambition beyond the club's core business, but the team successfully navigated these obstacles. There are some clear areas where the project could have been better, including effectively communicating the activities being undertaken and progress being made.

Despite the challenges, the Bohemian Way project has been a valuable learning experience for the football club. It demonstrates the importance of communication, coordination, and community engagement in promoting sustainable initiatives and positive social change. The project highlights football clubs' role in leveraging their influence to inspire action on climate change and promote environmental stewardship. Bohemian FC has blazed a trail by setting an excellent example for other football clubs to follow.

Independent Evaluation and Toolkit Development

The DCU Centre for Climate and Society will independently evaluate the Bohemian Way project to monitor app engagement over the initial three months, observe how the app influences community engagement, and establish a baseline of pre-app launch interactions. The evaluation will provide critical insights into the effectiveness of the concept.

Bohemian FC will use the evaluation findings and the learnings from the project development to produce a toolkit that will share the lessons learned with other football and sports teams worldwide. The Bohemians are regarded as a world leader at the nexus of climate and sport. They are currently leading a project on Football for Climate Justice with seven other European Clubs and the Spanish Football Association, La Liga.

Evaluating the Bohemian Way project will provide valuable insights into how the project has impacted the community and how technology, community engagement, and football can be leveraged to promote sustainability and social justice. The evaluation will also highlight the challenges football clubs may face when embarking on such projects and offer recommendations for other sports teams looking to follow in the Bohemians' footsteps.

The Bohemians have shown that football can be more than just a game and that sports teams can significantly impact their communities and beyond. The evaluation of the launch, along with the toolkit, will serve as valuable resources for reproducibility. We want to inspire others to make a positive difference in their communities while combatting climate change.

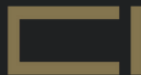


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Clár Éire Ildánach
Creative Ireland
Programme
2017–2022



Rialtas na hÉireann
Government of Ireland



Tionscadal Éireann
Project Ireland
2040