



PORTO

FEIRAS FRANCAS

Creating networking and visibility opportunities for young people in Porto

The Youth Foundation is a private non-profit organisation and public utility founded by the city of Porto, with 23 years of experience in supporting entrepreneurship. It was the first organisation to open incubators in Portugal and manages incentive schemes for young entrepreneurs. It introduced the necessary infrastructure to support co-work - the sharing of a space among professionals with different areas of interest

so as to share knowledge while maintaining an independent work rhythm. Their most recent co-work project was through 'Palácio das Artes – Fábrica de Talentos' which promotes arts, creativity, innovation and culture in the city. This workshop and gallery promotes young artists and incorporates micro-enterprises, particularly through the project Feiras Francas (trade fairs for young artists).

HIGH YOUTH UNEMPLOYMENT

The northern region of Portugal, and Porto in particular, has a high rate of youth unemployment, with up to 16.4% of young people being without a job in 2011. The rate for people under 25 years of age is even higher. Feiras Francas promote growth and competition in the city, prioritising youth employment ever since their inception in 2010.

A FAIR CHANCE FOR YOUNG ARTISTS

The monthly Feiras Francas are an initiative of the Youth Foundation. The fairs are held on the first Saturday of the month in the Youth Foundation's office building.

Feiras Francas exhibit emerging and established local creative entrepreneurs in the fields of architecture, the performing arts, fine arts, urban handicraft, design, edition, illustration, jewellery, music and advertising. Visitors can see the shows and purchase the products if they wish.

The goals of the fairs are:

- to create a space for presenting, promoting, distributing and selling young creative entrepreneurs' work
- identifying emerging creative entrepreneurs in the region
- developing networks - the fairs offer opportunities for young artists to meet investors and cultural agents
- encouraging contact between the public and creative entrepreneurs
- creating and launching new businesses, also through digital media/social networking
- promoting the creative talent of young professional artists at national and international level as Feiras Francas are also attended by foreign visitors
- increasing the attractiveness of the historic centre of Porto
- involving the community in the production of each fair.

Exhibitors' ages range from 18 to 45 years and participation is free of charge.

The Youth Foundation developed the concept of the fairs and teamed up with the city of Porto and local companies to make them a reality.

The Foundation promotes the fairs to a range of audiences through circulating flyers in shops and restaurants, displaying posters on public transport, ads in local newspapers, on the Internet and through social media. It also draws on its partnerships with television channels and the National Cultural Centre.



CONTACT

Maria Galdes
 Director General
 Fundação da Juventude
 mgeraldes@fjuventude.pt
 and
Alexandra Pinheiro
 Manager
 Palácio das Artes – Fábrica de Talentos
 apinheiro@fjuventude.pt
 www.fjuventude.pt

SUCSESSES

34 fairs have already taken place, showcasing 1 020 artists to 40 800 visitors.

New and established artists mix, meaning that creative entrepreneurs at varying stages of developing their businesses, and at different stages of success, can share experience and advice.

CHALLENGES

- 1 The main challenges are selecting the artists and communicating the events.
- 2 For each fair, the foundation receives an average of 50 applications from local, national and even international artists. 30 of them are selected according to their creativeness, innovation and applied design, the originality of the materials and their sales potential.
- 3 The organisers must be objective and apply strict criteria when selecting the projects for the fair.

LOOKING FORWARD

Feiras Francas disseminates its successes through social media such as Facebook and Twitter, through youth events it participates in and in other Portuguese cities.

Feiras Francas will continue to run until the end of 2013. After that, its future is uncertain. The Youth Foundation will publish an online database of all products and businesses supported at the end of 2013, to promote the products and the concept internationally.

FUNDING

The project is funded by:

- Banco Espírito Santo (Bank) - €10 000
- Millennium BCP (Bank) – €5 000
- Cafés Tenco (Enterprise) – €15 000
- ON2 (EU financing) – €21 500 annually.

The Youth Foundation staff manage the fairs.

“ I think it’s an excellent initiative, well done, located in a wonderful place and a very great success for all of us. Congratulations and please continue, for ever. ”

“ Feiras Francas are without doubt, one of the best events that I have attended ”

Responses from two of the young artists