



grassroots  
young entrepreneurs in eco-health tourism

## Minimising Community & Local Economy Impact Street Art

Includes Digital Tools!



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# Street Art Ideas



## Idea 1

### Street Art Walking Tour

Organise a street art walking tour that offers visitors a deep dive into the history, culture, and stories behind local murals and graffiti. The tour can include visits to artist studios, community events, and live art creations. By showcasing local talent, you promote artists, attract visitors, and foster a greater appreciation for public art. This approach leverages existing street art installations, saving time and resources while creating a unique and memorable experience.

## Idea 2

### Art and Graffiti Events

Host art and graffiti jams where local young artists, influencers, and local youth organisations can come together to create street art in public spaces. These events can breathe new life into underutilised areas, attracting visitors and tourists while boosting pride in the local culture. It gives emerging artists a platform to showcase their talent and gain recognition. These events can strengthen community programs and partnerships by bringing artists, community leaders, and key stakeholders together. Plus, the vibrant artwork will draw people directly to your business and neighbourhood, generating buzz across social media and creating a lasting visual impact.

## Tools Make It Easier!

### Mural

**Mural** is excellent for organising street art walking tours or art events. It provides a collaborative online space where local artists can brainstorm and plan projects. It can help coordinate murals, organise events, and promote creative workshops for emerging artists. GRASSROOTS entrepreneurs can organise and manage community eco-health themes in real-time. It is a great way to raise awareness about local eco-health initiatives, strengthen local tourism, stimulate economic development, and build stronger community ties. <https://mural.co/>

# Street Art Tools Make it Easier!



<b>Mapillary</b>	<p><b>Mapillary:</b> This app allows users to map public art, such as murals and sculptures, with photos and geolocation. It helps create street art tours or track art installations, making it easier for tourists to navigate and appreciate local art. GRASSROOTS entrepreneurs can, for example, document public art, murals, and cultural landmarks. Through geotagged photos and user contributions, Mapillary can create interactive maps of local art installations, enhancing the visibility of community-driven projects. <a href="https://www.mapillary.com/">https://www.mapillary.com/</a></p>
<b>Skillshare</b>	<p><b>Skillshare</b> is an online learning platform and community offering access to thousands of classes across various creative and digital skills, such as illustration, design, photography, video production, coding, web design, and social media marketing. Enhancing their skills can build a strong foundation for their eco-health initiatives, helping them create innovative solutions for sustainable communities and local economies, environmental conservation, and digital entrepreneurship. <a href="http://www.skillshare.com">www.skillshare.com</a></p>



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## Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our **Community & Local Economy Tools** [here](#)

Don't Forget to Connect with Us...



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