

# KULEANA CORRIDOR

AT

K PROMENADE

Food Sovereignty, Environmental Sustainability, Ecological Preservation



Kuleana is a Hawaiian term which translates to “responsibility”, referring to a reciprocal relationship between the person who is responsible, and the thing which they are responsible for. As we develop this philosophy within our festival, we recognize the environmental effect that this event has as well as the opportunities we can provide to bring attention to the land that we live on and all of the intersectional reverberations that result from how we steward this land and everything that exists on it.

As the world faces threat of climate catastrophe, it’s important for us to explore and pay attention to the ways that people use traditional practices to cultivate healthy food systems, address community health and justice, and improve resiliency for our entire ecosystem.

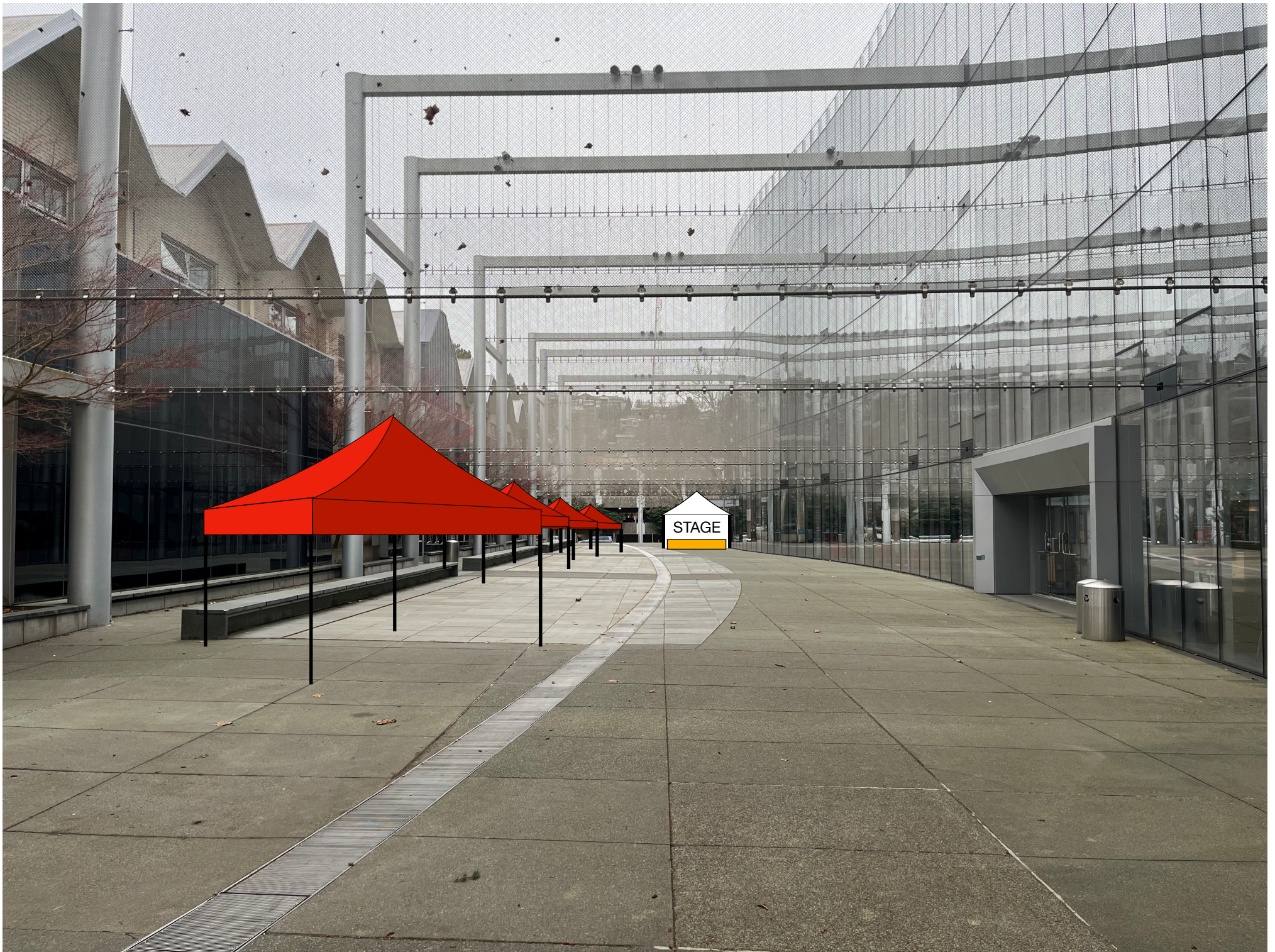
To quote the international farmers association, La Via Campesina, “Food Sovereignty is the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems.”

For thousands of years, people have lived in balance with their ecosystems. Their folk arts, crafts, and stories have embedded within them the lessons and teachings to achieve and sustain that equilibrium..

Humankind has achieved many things, and some of that ambition has skewed us out of that balance. While healthy food and living space is a most fundamental human right, the large scale enterprise of production has removed these staples from a significant portion of the worlds population. That ambition has spiraled us into further calamity as mono-crops, pesticides, and synthetic fertilizers contribute to climate change, air and water pollution, and depleted soil fertility.

Part of our **Next 50 Folklife** Strategy is to reclaim the word Folk. Just like the myriad communities around the world who are reclaiming traditional practices and adapting them to current conditions, this element of the festival demonstrates the enduring prosperity that can be achieved through reclamation practices.

Kuleana Corridor continues NW Folklife’s exploration of the Folk vocation, bringing the people, communities, organizations, and cooperatives who are actively engaging in systems that promote bio-diversity, support sustainable & healthy food production, imagine safe and healthy communities, and give strength to the cause of food sovereignty, environmental sustainability, and ecological preservation.



STAGE

With this program, we want to leverage our position as a 53 year old festival that brings in thousands of people over a 4-weekend to give exposure and support to this very important work.

In our 2023 Festival we piloted this program, bringing in local organizations—farms, food programs, advocacy groups—to set up booths along one of our most populated entrances. Folx were able to sell plants, present hands-on activities, display and present information, and activate part of our festival as we demonstrate that “folk” applies to more than music and dance. There are stories present in the way we interact with our food, our land, and our communities, and those stories are just as much part of the FOLKLIFE that has sustained this festival for the last half century.

Partnership/participation in this program at our festival can come in a few ways:

### **1. Vendor/Information Booth**

Set up a booth. Provide hands-on activities for people to become more familiar with the processes of farming, urban-gardening, and community health & wellness. Present information for people to get involved as volunteers or advocates towards these causes.

### **2. Sponsorship**

While we have a vendor program at the festival, our intent is to provide these spaces free-of-charge. In order to do that, having sponsorship or underwriting opportunities is essential.

### **3. Partnership**

Help us produce, curate, and activate this space. Connect us to organizations, farms, coalitions, individuals, and others that could make this addition to the festival as successful as possible. We’re keen on making NW Folklife a truly comprehensive representation of all that is FOLK, but we’re by no means the authority on this element. We believe in collaboration and partnership as the only way to truly and effectively produce transformative results.

In the spirit of the African proverb, Ubuntu, “I am because we are.”

For more information, please contact Benjamin Hunter at [benjamin@nwfolklife.org](mailto:benjamin@nwfolklife.org)