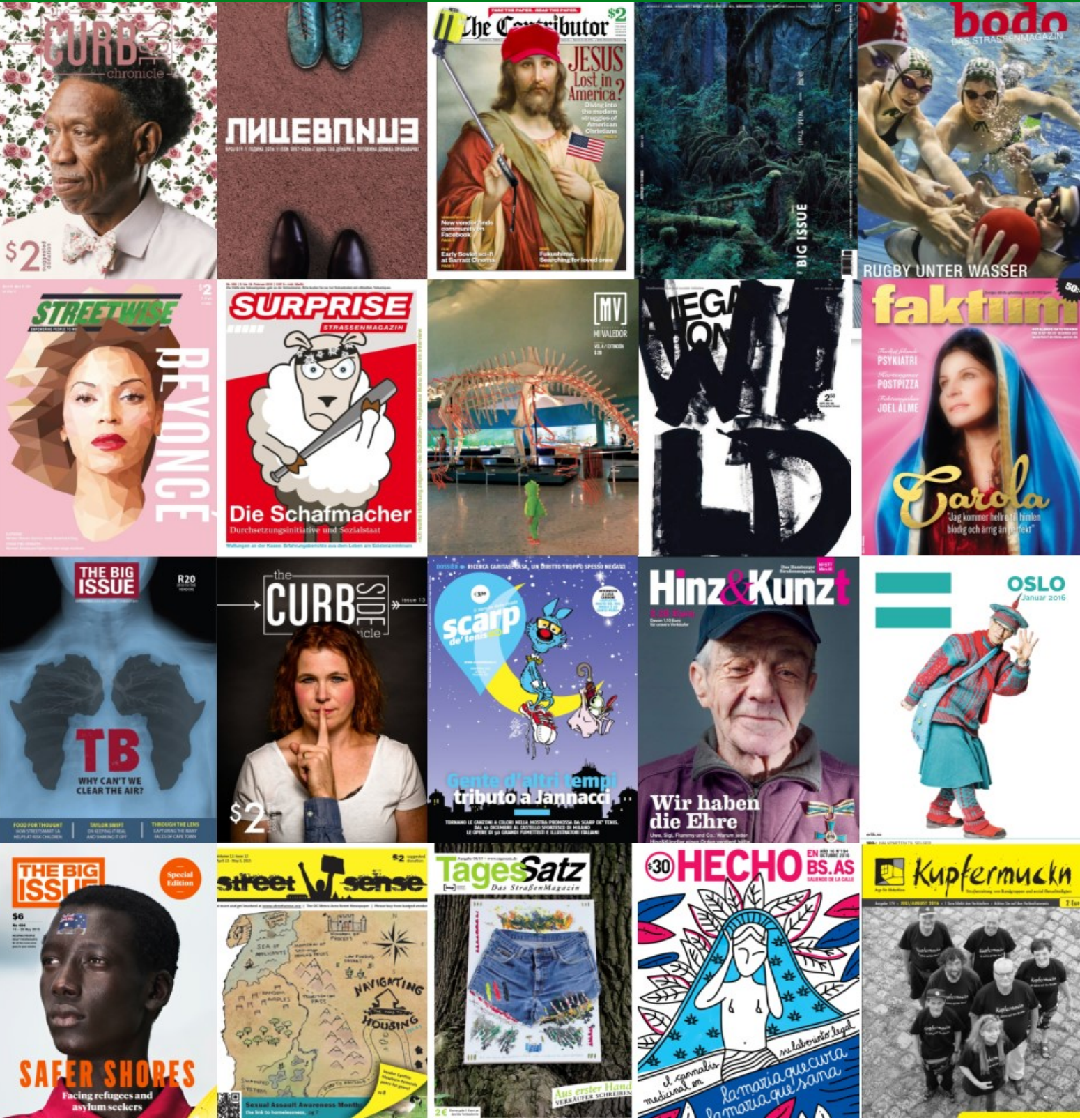




International Network of Street Papers

# Annual report 2016-17





# [insp impact]

- INSP is made up of **110** street papers in **35** countries, published in **24** languages.
- Our network has supported almost **300,000** marginalised people since the first street paper was published in 1989.
- There are **10K** vendors selling street papers at any one time.
- Over the last year, more than **27K** people have earned an income by selling a street paper.
- In the last year, a total of **23.3 million** street papers were sold across the world.
- Our street paper network speaks to **5.8 million** readers worldwide.
- Last year, vendors earned a grand total of **£25 million**.

[Click here to view our current members.](#)



# About us

**Street papers** exist to tackle homelessness and poverty. Homeless vendors buy copies of the street paper for half the cover price and sell them on, in order to earn an income and lift themselves out of poverty. Many street papers also offer social support and training.

**INSP** supports and develops 110 street paper organisations in 35 countries. We build their capacity and sustainability by providing: editorial support; business development support; PR and marketing; best practice sharing; start-up support; advocacy; research and information; accreditation; networking opportunities; and innovative network projects.

## Our mission:

To increase the impact and sustainability of the global street paper network to alleviate poverty and homelessness.

## Our strategic aims:

1. To build the capacity and effectiveness of street papers.
2. To create a strong and supportive network.
3. To promote awareness and understanding of street papers and related social issues.
4. To ensure INSP's organisational sustainability.



**Fay Selvan**  
CEO, The Big  
Life Group

## From our Chair

The impact of the INSP network is as strong as ever, with an incredible 10,000 vendors earning an income at any one time. Our network is also helping to inform and break down social stigma, reaching 5.8 million readers in 35 countries with every edition.

The past year has been a productive one for our network and I would like to thank the staff and my fellow board members for the work done in developing our strategy and impact measurement, developing the INSP Hub, organising the 2017 Summit, and exploring new and innovative ways to support our members.

As we launch the new INSP Hub, we have an exciting year ahead and I look forward to working together with you all to expand and strengthen our network.



**Maree Aldam**  
INSP Chief  
Executive

## From our CEO

I'm very proud of the impact of our network this past year and I'd like to thank all of our street papers and vendors for the incredible work they do day in, day out, to change lives.

I'd also like to thank the staff and board for what has been a creative and fruitful year; our team has been working with members over the past year on developing the INSP Hub and a new support project, which will take INSP membership services to the next level in 2017 and 2018.

I look forward to working with members in the coming year to see what we can achieve.





Our news service is one of our key member services, providing editorial support to street papers to build their capacity and quality, and increase vendors' sales.

In 2016-17 we collated, edited, translated and uploaded a total of **1,239** articles through our news service. **84% of our members** published almost **half a million pounds** worth of content free of charge, including **1,499 stories**. Our team of around **150 translators** volunteered their time to do **271 translations** for the network, in INSP's **24 languages**.

## Highlights of 2016-17:

### “One must treat all people with humanity” - New Exclusive Interview with Pope Francis

Following the success of Dutch street paper *Straatnieuws*' interview with Pope Francis in 2015, the Italian paper *Scarp de' tenis* were fortunate enough to secure another sit down with the Pope in February 2017. His interview made headlines in mainstream media all over the world, including in *The New York Times* and *Huffington Post*, and was printed in 25 street papers across 12 countries.





## Invisible People: artist documents where Greek homeless people sleep

INSP continues to facilitate and encourage partnerships between our member papers. This story, first published in Swiss street paper Surprise, was one of our most popular picture stories of the last year. It revealed the places in Athens where homeless people sleep. The artist responsible for the striking images was guided by one of the homeless vendors of Greek street paper Shedia.



## Alarming trend shows homelessness crisis across Europe

INSP is currently working as a media partner with FEANTSA on their Be Fair Europe: Stand Up for Homeless People campaign. This story, covering their new report which revealed a homelessness crisis across Europe, was republished in 23 street papers in Europe and the US.

“ Our street paper has many recurring themes, among which our international page, that features stories we download from the News Service, is one of our well-read pages. People love to learn about issues from around the world, not usually covered by the media. The page contributes to raising awareness about the plight of the homeless, marginalised and the poor, but also celebrates their resilience and resourcefulness. INSP provides us with some very interesting material, enriches our content and most importantly, opens the channels of communication between nations.

- Josée Panet-Raymond, Editor-in-Chief, L'itinéraire



In June 2016, INSP partnered with Greek street paper Shedia to bring the INSP Summit to Athens.

Over the three-day event the programme focused on a range of topics that are particularly relevant to street papers, allowing the street paper staff the chance to meet with colleagues from around the world to learn from each other, share experience and form partnerships.



## Highlights:

- Over 120 delegates attended from 59 street papers, in 30 countries making Athens 2016 the biggest ever gathering of street paper experts.
- Civic welcome at Athens City Hall from Athens' Deputy Mayor of Civil Society Amalia Zepou, who expressed her admiration for the work of street papers around the world.
- Keynote address from former Greek Finance Minister Yanis Varoufakis.
- Exclusive interview with Yanis Varoufakis for the INSP News Service published by 31 street papers.
- Keynote address from veteran Greek journalist Nicholas Voulelis, the editor of Greek daily newspaper Efimerida ton Syntakton.
- The first INSP Talks event was led by Peruvian American social entrepreneur Cynthia Hellen; and also showcased three innovative street paper projects from Melbourne, Dortmund and Vancouver.
- A study visit to Eleonas Refugee Camp in Athens offered an opportunity for delegates gain a better understanding of the crisis affecting Greece and to understand the experience of refugees they are supporting through their street papers.
- The summit also hosted the 2016 INSP Awards.
- Feedback from members revealed:
  - 100% of delegates said they had been inspired by the programme of talks, workshops and networking.
  - 98% of delegates said they would go back to their street paper with new ideas.
  - 85% of delegates said that they would go back home and make changes at their street paper, including new models for distribution, ways of helping vendors and editorial plans.





*Pictured: Athens 2016 delegate group (image: Giannis Zindrilis)*

“ Attending the summit was, truly, one of the most amazing and impactful experiences of my life.

I expect that the relationships I made and feelings of camaraderie will last a very long time. Sometimes problems seem very localised when really, growing income inequality, homelessness, affordable housing shortages — these are regional problems; these are global problems. It’s my hope that we can work together to show the big picture, as well as our micro pictures.

— *Emily Green,  
Street Roots, Portland,  
USA*



*2016 summit keynote speaker, economist and former Greek Finance Minister Yanis Varoufakis, during an interview for the INSP News Service (image: Dimitri Kousomytis)*



# [insp Awards]

The 2016 Awards celebrated the achievements and innovations of street papers, with 11 winners highlighting the best features, covers, projects and campaigns produced across our international network.

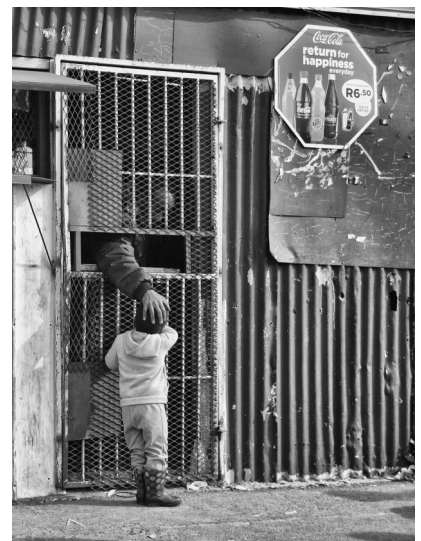
The winners of the INSP Awards 2016 were announced at the Onassis Cultural Centre in Athens, during the Global Street Paper Summit.

## The winners:

- **Best News Feature**  
The Big Issue Korea (South Korea) — *North Korean defectors share incredible stories of escape and survival* by Young Ham
- **Best Cultural Feature**  
Real Change (USA) — *Through images and art, Rex Hohlbein is changing perceptions of homelessness* by Aaron Burkhalter
- **Best Photograph**  
The Big Issue South Africa — *The Happiness Shop* by Don Pinnock
- **Best Cover**  
The Big Issue South Africa
- **Best Design**  
=Oslo / =Norge (Norway)
- **INSP Special News Service Award**  
Straatnieuws (Netherlands) — *“We need to fight for a world without poverty”: Pope Francis grants rare interview to street papers* by Stijn Fens & Jan-Willem Wits
- **Best Vendor Contribution**  
Speak Up (USA) — *Requiem for a Lost Generation* by Dustin Lapres
- **Best Online Presence**  
=Oslo / =Norge (Norway)
- **Best Project**  
The Big Issue Australia — *The Big Idea*
- **Best Breakthrough**  
Megaphone (Canada) — *Hope in Shadows*
- **Best Campaign**  
Bodo (Germany) — *Friends of Roma and New EU Citizens*



*Best Cover Winner*



*Best Photograph Winner*



# [insp] #VendorWeek

#VendorWeek celebrates the 10,000 street paper vendors around the world who are using their local street paper to work themselves out of poverty.

Through the innovative use of social media and celebrity supporters – as well as close collaboration with INSP’s 110 street paper members in 35 countries – #VendorWeek challenges perceptions of homelessness and poverty.

It also raises the profile of INSP and street papers around the world, engaging a new audience of street paper readers, and increasing street paper sales at a traditionally quiet time of year.

## 2017 highlights:

- At least 40 street papers in 19 countries participated in International #VendorWeek.
- Resources shared with members including #VendorWeek ads for print and social media.
- Great social media impact with the #VendorWeek hashtag: 1,771 tweets, 83,029 reach, 609 contributors.
- #VendorWeek content made available through the INSP News Service, including vendor interviews, was published by 26 street papers.
- 13 street papers held public events during #VendorWeek including seven guest vendor events.

“ Shedia saved my life. I stopped thinking about committing suicide. Because of the magazine, I met amazing people from other street papers from around the world. When I sell the paper, people stop and say “kalimera” [good morning] to me. I feel truly proud.

— Michalis – *Shedia*, Greece

”

*Pictured (top to bottom): cover of Philadelphia street paper One Step Away; Lukas (Melbourne, Australia); Luo Chin Bian (Taiwan); and Steve (London, UK).*





# UNCOVERED

Launched as part of #VendorWeek 2017, **UNCOVERED: still homeless, still an issue** was the first ever exhibition of international street paper cover art. Also featuring vendor portraits and stories, and quotes from famous street paper advocates including The Pope and The Dalai Lama, the interactive exhibition, was created in partnership with ideas agency Equator.

## Highlights:

- Launch event attended by 75 people and official opening by the Cabinet Secretary for Communities, Social Security and Equalities, Angela Constance.
- 13,000+ visitors to the exhibition over eight weeks at The Lighthouse.
- #UncoveredINSP hashtag reached 55,000.
- Fringe events including storytelling workshops for families, textile printing and a panel discussion: Alternative Journalism vs. 'Alternative Facts', attended over 200 people.

## As a result of seeing the exhibition:

- 87% of visitors said they had a new appreciation for street paper design.
- 88% said they were more likely to buy their local street paper.
- 95% said they had increased respect for street paper vendors.

“ Street papers are part of a growing global social enterprise movement and we should all be proud that INSP is based here in Scotland. It's great to be invited to launch this exhibition, the first of its kind anywhere in the world, and admire the creativity and professionalism of the people behind street papers.”

- Angela Constance  
Scottish Government Cabinet Secretary for Communities, Social Security and Equalities

Images: Euan Ramsay





# insp funders, partners & people

Our work is made possible through generous contributions from a range of supporters, including both financial and in-kind support from trusts and foundations, government agencies, media, business and individual donors and supporters. We are very grateful for this support. In 2016-17, our partners included:

**Government, trusts & foundations:** Athens Municipality | Awards for All Scotland | British Embassy Athens | Glasgow City Council | Scottish Government | Souter Charitable Trust | Stavros Niarchos Foundation | US Embassy Athens

**Companies & Organisations:** 180 Moires | Apivita | Athens Mass Transit System | Athinaiki Zithopoiia | Atrium Hotel | BISS | Blend Warehouse | British Council | Cocomat | Design Thinkers | Diageo | EKO | Equator | Ethniki Conference Centre | Glasgow Chamber of Commerce | Goethe-Institut | Herald & Times Group | Hytra Restaurant | INTERAMERICAN | IRIS Printing | Kibble | Morton Fraser | National Bank of Greece | National Union of Journalists | Onassis Cultural Centre | Pepper FM | Shedia | Tangent Graphic | Taxi Beat | The Lighthouse | Translators Without Borders | Vikos S.A. | Wise Greece

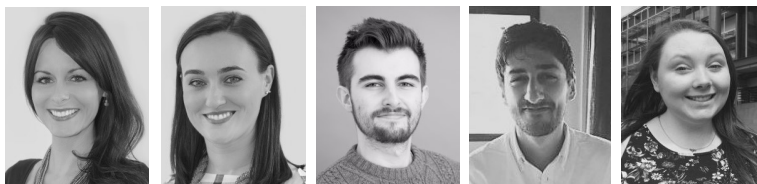
**INSP 'Supporting Members':** BISS | Hinz&Kunzt | Surprise | The Big Issue Australia | The Big Issue UK. We would also like to thank street papers who donated to alleviate INSP's financial loss after the closure of the 2016 summit hotel.

**Media:** Inter Press Service | Open Democracy | The Conversation | The Herald & Times Group | Thomson Reuters

**Individuals:** Anastasia Andritsou | Angela Constance MSP | Pablo Bachelet | Hannah Brooks Olsen | David Burnett | Stuart Cosgrove | Ian Elder | Mel Exon | Peter Geoghegan | Jeannette Giorsetti | Belinda Goldsmith | Magnus Llewellyn | John McLeish | Peter John Meiklem | Iain Meiklejohn | Bratislav Milenkovic | Angela Haggerty | Mark Horvath | Mark Neil | Eamonn O'Neil | Afroditi Panagiotakou | Susan Smith | Michael Snyder | David Tovey | Anna Wang | Myrto Xanthopoulou

## Staff & volunteers

- Chief Executive: Maree Aldam
- Operations Manager: Zoe Greenfield
- Communications & Marketing Officer: Craig Laurenson
- Content & Editorial Officer: Tony Inglis
- Projects Assistant: Niamh Rae



We would also like to thank staff Laura Dunlop, Laura Smith, Cat Cochrane and Eleanor Lim; and volunteers Natasha Davidson and Alison Gilchrist, who all worked with us during 2016-17. We were also supported by a global network of 150 regular volunteer translators who supported our member services across 24 languages.

## Board of Directors

- Chair: Fay Selvan (UK)
- Treasurer: Steven Persson (Australia)
- Secretary: Paola Gallo (Switzerland)
- Director: Timothy Harris (USA)
- Director: Thiago Massagardi (Brazil)



INSP's board are elected representatives of our network. In 2016-17 they attended eight board meetings, and also provided strategic support in a range of areas. Over the course of the year, the board members volunteered nearly 700 hours between them.

## Honorary Positions

**Honorary President:**

- Serge Lareault (Montreal's Homelessness Ombudsman; Former INSP Chair)

**Ambassadors:**

- Sadie Docherty ([Former] Lord Provost of Glasgow)
- Jon Snow (Newscaster, Channel 4 News)
- Paulo Coelho (Brazilian Author)
- Mariane Pearl (French Journalist)
- Irvine Welsh (Scottish Author)