



Web Content Timeline

Context:

The Future Is Our Canvas is a participatory art and advocacy project that invites the public and commissioned artists to creatively respond to the themes of climate change, environmental stewardship, and Islamic philanthropy. Through open calls, exhibitions, and events like the Forest Waqf Gala Dinner, the initiative aims to inspire collective action and foster public dialogue.

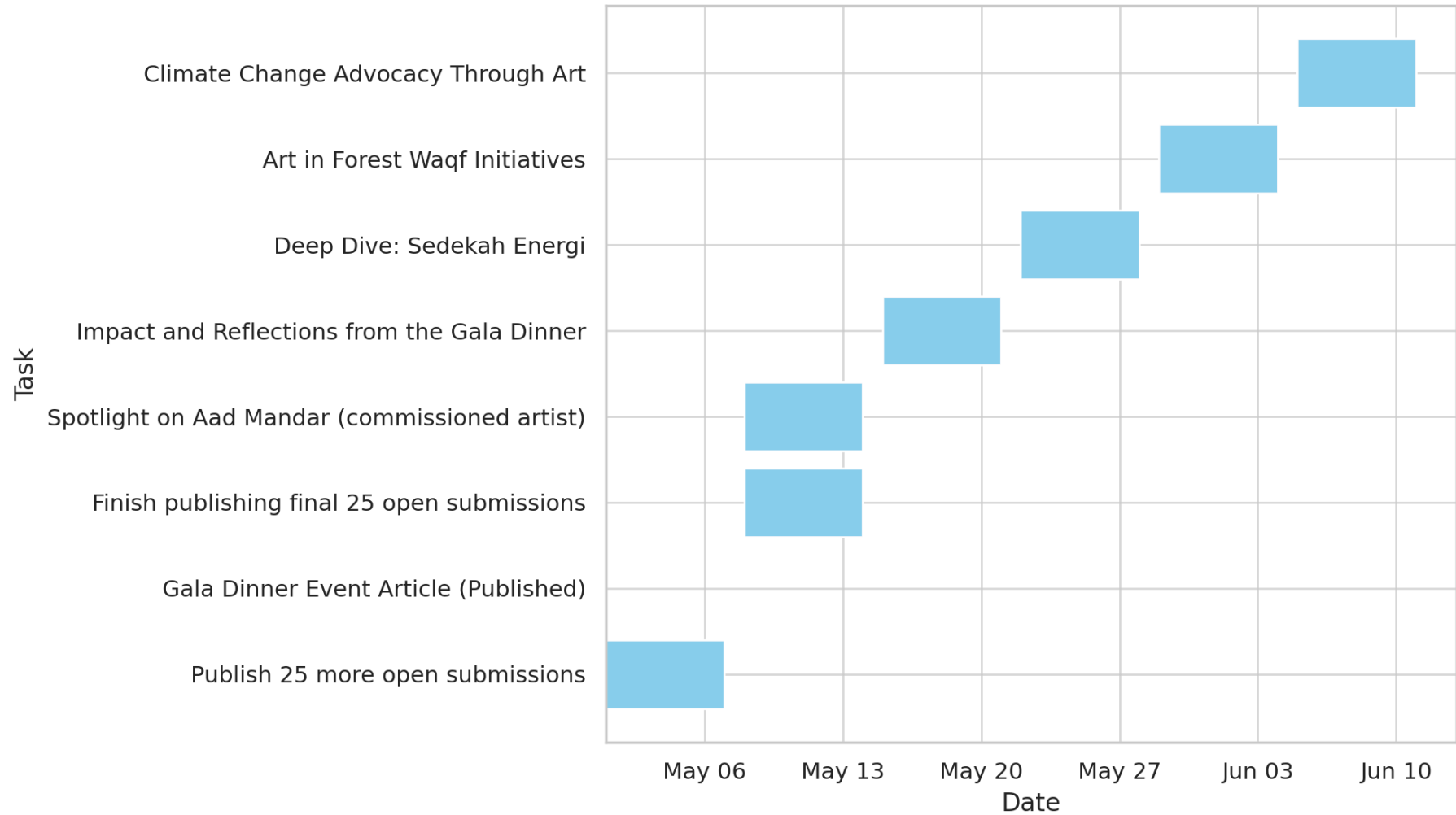
The project completed its original set of deliverables by the end of April 2025. To maintain momentum and keep the website active, an additional 3-month Web Content Administrator position was created. This role is essential in keeping the website an active and engaging platform while maintaining high-quality content standards.

Website Current State (1 May 2025)

The website is currently live and functioning well. All commissioned artists' profiles and works have been published, and 50 out of 100 open submission entries are now available on the site. In addition, two articles have been published — one highlighting the gala dinner event and another supporting general engagement. The following schedule outlines planned content updates through mid-June to sustain visitor interest and showcase the project's impact.

Content Plan Until mid June 2025.

The Future Is Our Canvas - Web Publishing Timeline



DETAILS:

Week 1 (Current Week: May 1-7, 2025)

- Continue publishing open submission artworks:
 - **Target:** Publish 25 submissions (total: 75/100)
- Gala Dinner Event Article (Published on 2 May 2025)

Week 2 (May 8-14, 2025)

- Finish publishing open submissions:
 - **Target:** Final 25 submissions (total: 100/100)
- Publish an article:
 - **Topic:** Spotlight on Selected Artists from Commissioned Artist
 - **Outline:**
 - Introduction to highlighted artists
 - A profile of Aad Mandar, a commissioned artist, along with his artistic statement
 - Discussion of their contributions to climate advocacy

Week 3 (May 15-21, 2025)

- Publish an article:
 - **Topic:** Impact and Reflections from the Gala Dinner
 - **Outline:**
 - Summary and highlights of the event
 - Interviews or testimonials from attendees and artists
 - Analysis of the event's success and areas for improvement

Week 4 (May 22-28, 2025)

- Publish an article:
 - **Topic:** Deep Dive into "Sedekah Energi" and Its Importance
 - **Outline:**

- Explanation of "Sedekah Energi" initiative
- How artists contribute through their art
- Call-to-action for community engagement

Week 5 (May 29–June 4, 2025)

- Publish an article:
 - **Topic:** The Role of Art in Forest Waqf Initiatives
 - **Outline:**
 - Overview of Forest Waqf and environmental stewardship
 - Case studies/examples of successful artistic collaborations
 - Encouraging community participation and support

Week 6 (June 5–11, 2025)

- Publish an article:
 - **Topic:** Climate Change Advocacy Through Artistic Expression
 - **Outline:**
 - Highlight impactful artworks
 - Discuss the messages conveyed by artists
 - Strategies for amplifying advocacy through creative media

Ongoing Monthly Tasks

- Continue posting 3–5 articles monthly, focusing on:
 - Artist features and interviews
 - Advocacy insights and thematic explorations
 - Event announcements and updates

Additional Recommendations

- Regularly update hero slides and respond promptly to queries from the community via email.
- Optimize all published content for SEO to enhance visibility.