

# Call for Participants

## GLOBAL CULTURAL LEADERSHIP PROGRAMME

### Amsterdam, 27 October - 2 November 2018

The **Global Cultural Leadership Programme (GCLP)** is a learning programme designed to develop and reinforce knowledge, competences and professional networks of cultural practitioners who are emerging on the international scene. Through its framework, content and methodology, which strongly builds on peer-to-peer learning, reflection and collaborative network building, the GCLP enables young leading managers of cultural organisations to gain fresh insights and develop new approaches to international cultural collaboration practices. The programme offers a set of applied learning modules, tools and manuals for practice-based learning, giving the participants opportunities to build meaningful collaborations at the global level and within the EU.

## Background

The [Cultural Diplomacy Platform](#) has been launched in March 2016 to support the European Commission with the implementation of a new '[EU Strategy for international cultural relations](#)'. This Platform aims to carry out activities in order to enhance the **EU's cultural engagement with third countries and their citizens**.

[BOZAR Centre for Fine Arts](#), [British Council](#), [EUNIC Global](#), [European Cultural Foundation](#) and [Institut français](#) have formed a consortium, led by [Goethe-Institut](#), to support the implementation of the Cultural Diplomacy Platform.

This Cultural Diplomacy Platform aims to promote cultural engagement and cooperation between Europeans and citizens from countries all around the world. Its activities address, *inter alia*, the managerial practicalities of establishing sustainable cultural exchanges, build long-term collaboration based on people-to-people contacts, and engage in productive co-creation processes. To that end, the Platform includes a training component: the **Global Cultural Leadership Programme (GCLP)** that supports young leaders/managers of cultural organisations from ten of the strategic partner countries of the EU,<sup>1</sup> as well as from the EU Member States, in strengthening their

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<sup>1</sup> Brazil, Canada, China, Japan, India, Mexico, Russia, South Africa, South Korea and the USA.

professional competences and developing new networks in the field of international cultural relations.

## Objectives and expected outcomes

In line with the main objective of the Cultural Diplomacy Platform – *i.e.* support the sustainable development of cultural diplomacy policies, activities, methodologies, tools and training programmes at EU level –, the objective of the **Global Cultural Leadership Programme (GCLP)** is to strengthen communities/networks of emerging cultural leaders and practitioners, and to engage participants in an experience of international networking through a lean, practice-based learning framework that allows them to immediately transfer newly acquired knowledge and contacts into international and local working contexts.

In terms of **expected outcomes**, participants will be empowered with new tools and competences that will strengthen their own insight into their working practices and the organisations they manage, and offer them means to engage more efficiently in international cultural cooperation. We anticipate that this process will generate a multiplier effect, initially within their community of practice and subsequently into their local community. The training programme will instantly enable 40 emerging cultural practitioners (30 from ten strategic partner countries of the EU<sup>2</sup>+ ten EU-based peers) to train and develop, based on a peer-to-peer learning experience, new skills for acting/collaborating in a global cultural working context.

## Content

Participatory group reflections, educational workshops, expert talks and peer discussions will explore a variety of current challenges and opportunities, and provide knowledge and working approaches into:

- Purposes, values and experiences of international cultural collaboration and exchange,
- Practices and principles of cultural diplomacy and cultural relations in a global context,
- Develop practical communication and management approaches on topics that enable young cultural managers to become new players of practice- and reflection-based diplomacy,
- Reflecting on managing/leading cultural organisations in international working relations,
- Developing intercultural competences and working approaches for collaborating with peers in different social and cultural environments, but also with citizens and cultural communities on local and transnational levels,
- Learning how to take risks and embrace uncertainty when collaborating with new partners,
- How to analyse/adapt new trends in international cultural management and identify/link to new international flagship initiatives in the field
- *etc.*

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<sup>2</sup> Brazil, Canada, China, Japan, India, Mexico, Russia, South Africa, South Korea and the USA.

## Methodology

The **Global Cultural Leadership Programme (GCLP)** is a tailor-made programme for young cultural managers who wish to increase and develop their professional engagement on global collaboration levels. During the training sessions, the methodology used is interactive. It is based on peer-to-peer exchange and cooperative learning experiences, allows for establishing hands-on intercultural encounters on the spot, and builds on mutually reinforcing learning experiences.

Taking into consideration the overall aim of the training programme and its specific objectives, a group of leading European experts and educators has developed a specific tutorial approach. Building on the experiences of two very successful editions of the programme in 2016 and 2017, trainers and facilitators from this team have further improved design and methodology of the course. The training methodology (problem-based, research-based, practice-based learning, action learning and peer learning) uses a number of lessons-learned, successful experiences and existing European training programmes. For its upcoming edition, it will also involve a number of thought-provoking speakers and practices from explicitly non-European working backgrounds.

The GCLP will provide participants with a **five-day training programme** (excluding arrival/departure days) that will consist of thematic exchanges and group reflections on contemporary issues of international cultural management, hands-on workshops as well as talks/lectures and discussions with experts and peers. All programme elements will apply learning methods and discussion formats that provide for a high level of practice-oriented interactions among participants. The programme also include exchanges with local peers in Amsterdam and a site visit to the European Capital of Culture Leeuwarden 2018 in the province of Friesland.

Participants will develop awareness of the sensitivities and acquire competences in designing and leading international cultural cooperation initiatives through thematic participative problem-solving discussions. This will include learning from examples of good as well as bad cultural collaboration practice, but also group simulation exercises and practical networking sessions, which will allow participants to identify potential partners for their new international collaboration initiatives.

The GCLP is a starting point of a long-term process that would enhance cooperation and co-creation among leading cultural managers, their organisations and the working fields and communities they operate in from their home countries. Participants should also provide projects proposals in their applications that may lead to initiate and set up cooperation projects and follow-up actions whenever relevant and possible.

## Potential participants

The 40 participants of the **Global Cultural Leadership Programme (GCLP)** will come from different fields of relevant cultural practice in their countries and represent sectors that are specifically interested in reaching out with their work globally.

For the third edition of the programme in 2018, the Cultural Diplomacy Platform will look specifically for applications from **outstanding cultural managers who** fill in the criteria below:

## Geographical criteria

- are nationals/permanent residents of (and are managing/working for organisations in) Brazil, Canada, China, Japan, India, Mexico, Russia, South Africa, South Korea or the USA (a maximum of three participants from each of these ten countries will be selected),
- are nationals/permanent residents of (and are managing/working for organisations in) the 28 EU Member States (a maximum of ten EU participants in total will be selected, each one from a different EU country).

## Professional experience

- work for a cultural civil society organisation (NGO), a cultural enterprise (social or for profit-making) or a public cultural institution (such as museums, libraries, or music venues that operate on local, regional and national levels),
- have relevant working experience in the field of at least 3 to 5 years,
- have (some) previous experience in international networking and cultural exchange,
- are working in a field or position that allows them to act as local/national multipliers of new leadership knowledge and global cultural networking, and
- hold a relevant (leading) management position in their organisation.

## Thematic interest

- are strongly interested in international cultural collaboration and wish to further develop professionally in a global working context,
- show a strong awareness of intercultural sensitivities and are passionate about working on cultural issues and topics of global relevance.

## Language criteria and age requirements

- have a very good working knowledge of English,
- are (preferably) 25-39 years of age.

## Organisation

The third edition of the Global Cultural Leadership Programme (GCLP) will take place in **Amsterdam, The Netherlands**, from **27 October to 2 November 2018** (arrivals 27 October afternoon, departure 2 November by noon) and will include a working visit to **Leeuwarden (Friesland)**, European Capital of Culture 2018 from **1 to 2 November 2018**.

All **travel and accommodation costs for participants of the GCLP will be covered** by the Cultural Diplomacy Platform.

## Application procedure

Candidates who wish to be considered for participation in the third edition of the Global Cultural Leadership Programme (GCLP) shall apply through the [online application form](#) on our website.

Please note that candidates will be asked to fill in **information on their CV**, as well as an **expression of interest** (approx. 500 words), which should outline the candidate's motivation, and what he/she can bring to the learning group for sharing with his/her peers during the training. Candidates should also state what they intend to take away from the training to their own working realities back home.

In addition, candidates will be asked to upload (in a pdf format) the **description of an ongoing or prospective cultural project** (not more than 1.000 words, pictures and media support are also accepted) that is being implemented/to be implemented in the near future. Candidates should specify the following:

- ✓ Background and context
- ✓ Strategic and specific goals
- ✓ Main activities
- ✓ Expected results and impact
- ✓ Individual implication

**The deadline for applications is 14 June 2018, at 23:59 CET (Brussels) time.**

Please note that when you click "close" to go back to the Call page, the form keeps what you have already filled in – providing you do not close your browser in the meantime.

However, we would recommend you to open the online form once, to see exactly what is required, and to prepare everything beforehand in a Word document, for instance. You would then copy-paste all your information in the online form at once.

## Selection procedure

Candidates will be selected by the management team of the Cultural Diplomacy Platform and selected experts, who will review and evaluate all eligible applications.

All eligible applications will be reviewed and evaluated by an expert selection committee

Selected candidates (30 from the ten Strategic Partners of the EU, and ten from the EU) will be informed about their participation **by late July 2018**.

The management team will assist selected participants in their travel preparations (including visas) and bookings.

We are looking forward to receiving your applications!