



# EUNIC REGIONAL SEMINAR IN THE AMERICAS AND JOINT WORKING SESSION BETWEEN EU DELEGATIONS AND EUNIC

27-28 NOVEMBER 2018, BOGOTA, COLUMBIA

MEETING REPORT



**EUNIC**  
EU National Institutes  
for Culture



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## Introduction

EUNIC organised a regional meeting for clusters in the Americas on the 27<sup>th</sup> and 28<sup>th</sup> November 2018 in Bogota, Colombia. It gathered representatives from EUNIC clusters and members operating in the region. The following EUNIC clusters were represented: Bogotá (Colombia), Brasilia (Brazil), Buenos Aires (Argentina) Córdoba (Argentina), Curitiba (Brazil), La Habana (Cuba, cluster in preparation), La Paz (Bolivia), Miami (USA, cluster in preparation), Montevideo (Uruguay), Montreal (Canada), Asunción (Paraguay, cluster in preparation), Lima (Peru), Rio de Janeiro (Brazil), Salvador de Bahia (Brazil), Toronto (Canada), and Washington DC (USA), by a total of 30 participants.

### The goals of this meeting were:

- To improve the understanding of the recent developments within EUNIC and the EU institutions in the field of cultural relations, particularly the policy change introduced by the [new EU strategic approach to international cultural relations](#).
- To exchange on and learn from the experiences, strategies and projects developed by EUNIC members and clusters in the region, in partnership with EU Delegations and local stakeholders.
- To enhance cooperation between EUNIC members and clusters and between them and EU Delegations in the region, in alignment with the [Administrative Arrangement](#) signed by EUNIC, the European Commission and the European External Action Service in May 2017.
- To explore models for collaborations between EUNIC clusters and EU Delegations in the spirit of the principles outlined by the new EU strategic approach to international cultural relations (co-creation, mutuality and reciprocity, complementarity, etc.).

The two-day workshop included, for the for the second time in EUNIC regional meetings, a **joint session with EU Delegations**. The purpose of this joint session was to strengthen the relationship between EUNIC and the EU in this part of the world. Representatives from the European External Action Service (EEAS) and the European Commission (EC) in Brussels also participated in this joint session.

### 1. Joint Session EUNIC-EU Delegation: Joined-up approach to Cultural Relations between EU and EU member states by Gitte Zschoch, EUNIC Global, and Lutz Güllner, EEAS, followed by a group session exploring ideas for collaboration and projects.

The session began with a welcome from Lutz Güllner from the European External Action Service, who highlighted that the **EU has a supporting competence in culture** and therefore this needs to respect this when working in external relations. He also highlighted that the new approach to the EU's international cultural relations should allow the EU to connect with new audiences.



Gitte Zschoch introduced EUNIC to EU Delegation colleagues, looking at the network's set up, presence in the region and how it operates. Its historical development was explored looking at key policy decisions and papers that have been published and subsequent actions which have led EUNIC and the EU Delegations to the partnership agreement they have today, the Administrative Arrangement. The powerpoint presentation can be viewed [here](#).

The floor was then opened up for a discussion led by questions which the EU Delegation colleagues and their EUNIC country counterpart compiled together around the theme of working together:

- How should EU Delegation colleagues proceed where there is no cluster? How is a EUNIC cluster established and what could be the role of the EU Delegation in the process? Can the EU Delegation take the initiative to set up a cluster?
- Freedom of speech is a key narrative in work in Latin America, could this form a basis for a project idea?
- Co-funding/self-financing often poses a technical barrier to working together, how can this be overcome?
- Does EUNIC engage with the ERASMUS programme?
- Mubi.com (financed by the EU creative media programme) <https://mubi.com/> could be used as a possible tool for streaming films online to use in countries where cerfeews are imposed.
- Does the diversity of EUNIC members pose a challenge for them working together?

During the Q&A, the EU Delegation and EUNIC colleagues from Bolivia explained the contract that the EU Delegation and the EUNIC cluster are preparing to promote gender equality and human rights through arts and culture in the country.

## 2. EUNIC and the EU: Some insights into the EU's role in culture and why that is interesting to know for colleagues by Gitte Zschoch, EUNIC Global

Following a presentation, which can be viewed [here](#), EUNIC colleagues fed back their thoughts:

- EUNIC clusters not having legal status – does this pose a challenge to working with EU Delegations and receiving funds and how can this be overcome? ► *One EUNIC member signs the contract on behalf of the cluster; the cluster agrees in writing (either as part of the contract or with a Memorandum of Understanding) on clear roles and responsibilities regarding the fulfilment of the contract*
- What are the different types of funding contracts which can be used? PAGODA, service contracts, grants, etc – what are they exactly and how do they work in terms of legal responsibility and legal status of the organisations involved? ► *Joint Guidelines with answers to those questions will be forthcoming in the 1<sup>st</sup> half of 2019; preliminary answers can be found in the EU-EUNIC relationship report available on [eunicglobal.eu/news](http://eunicglobal.eu/news)*
- What examples from other regions and countries in transition could be useful for clusters and EU Delegations in the Americas? What funding is available in this region?
- How can EUNIC colleagues identify the right people to talk to in EU Delegations? Will the communications colleagues we have come into contact with be able to sign post?
- The new EU agenda for culture mentions Latin America as one of the regions where a regional approach could be developed. What is the EU's plan for the region?
- What is the status of the British Council with Brexit? ► *The General Assembly will need to decide on this; however as long as the UK and the EU have not reached an official withdrawal agreement, nothing changes for EUNIC*

### 3. European 'Houses' of Culture by Elisa Grafulla, EUNIC Global

To view the powerpoint presentation which outlines the background to the project, the project timeline and eligibility criteria, click [here](#).

#### General questions about the project

- Using the word 'Houses' in the project's name is a bit misleading as it gives the impression that we are looking at creating a network of physical spaces ► The title of the project comes from previous EU documents (e.g. Joint Communication "Towards an EU strategy for international cultural relation") but in fact the idea of European 'Houses' is understood as a tool to deliver the new EU strategy for international cultural relations. It is about finding and testing different and innovative collaboration models to enhance cooperation between European actors and between these and local civil society. The project is not about physical places, it is about understanding culture as a space for exchange, dialogue and mutual understanding.

#### Phase 1 of the project: mapping of collaboration models

- Who does the initial mapping of initiatives? ► EUNIC Global will carry out the mapping. It will start with a survey which will be circulated to all relevant actors (EUNIC members and clusters, EC and EEAS (which will forward it to their network of EU Delegations and info centres), other institutions). The survey is expected to be launched in January 2019. The information gathered through the survey will be complemented with desk research and interviews.

#### Phase 2: call for innovative ideas

- Information to be communicated to EU Delegations from immediate effect (they should already be aware of it to some extent)
- Is there a possibility to scale up projects on a regional approach? ► Yes! Indeed, the project is flexible and the collaboration models to be tested can be looking at different scales (city/country/region).

#### Conclusions

- Participants to the meeting provided a positive feedback about the project and its approach.
- EHC was understood as a tool to think about how to work with local partners in a different way ('enthusiastic', 'framework to up our game', 'motivating').
- The fact that the project is 90% financed with EU funds was also perceived as positive.
- However the timeframe to realise a concept was perceived as being short considering that new ways of collaborating together have to be developed.
- Another aspect that will need to be considered is the staff rotation, to make sure that the implementation of pilot projects does not suffer from this.

#### 4. Pitching session: To share ideas of projects that have been happening in the region

##### EUNIC ARGENTINA

###### Mary Godward – British Council

- **What?** Project on Migration which covered both clusters in Argentina (Buenos Aires and Córdoba). The theme spurred on from the country offering space for 3,000 Syrian refugees.
- **Who?** Thought up by EUNIC but aligned with Argentina Government plans (Ministry of Culture) and therefore backed and supported by the latter as co-organiser (in fact organised the opening event). Opening event brought together 1000 participants, including top ministers.
- **How?** The project included a conference with speakers from EU and other countries, plus other events organised around it: specific section on migration during the European Film festival organized in collaboration with the EU Delegation; Cordoba's Literature Festival focused on the theme of migration; spin off programmes by British Council on teaching Spanish to refugees. EUNIC logo was used along with the clusters' members logos to help explain to the public.
- Added value of EUNIC: going beyond the capital and connecting with the Government in Cordoba through the EUNIC cluster in this city.

Further info: [www.cultura.gob.ar/dialogos-globales](http://www.cultura.gob.ar/dialogos-globales)

##### EUNIC RIO DE JANEIRO

###### Robin Mallick – Goethe-Institut

- **What?** A discussion on the intangible cultural heritage of 1968 both in the EU and in Brazil, and how curatorship could be inspired by it.
- **How?** Fishbowl/participatory events organised ahead of the programme at the International literature festival FLIP. Writers and activists from the EU and Brazil were invited to participate and discuss with participants on themes such as civil society and censorship.
- **Who?** A joint initiative of EUNIC Clusters Rio de Janeiro and Sao Paulo.
- **Funding?** Total budget of EUR 40,000. Funded by EU Delegation, EUNIC Cluster Fund (cultural heritage call launched in March 2018), cluster members and other organisations.
- **Challenges?** Communication and logos: should all members feature all their logos next to the EUNIC logo? A compromise solution could be to display the EUNIC logo accompanied by a text of what EUNIC is.

Further information: interview on EUNIC Global website

## EUNIC BOLIVIA

### Jerónimo Fuentes – AECID

- **What?** Arts and culture to promote LGBT and sexual diversity/gender equality in Bolivia
- **How?** Different labs/working groups for idea generation. This will conclude with a final conference
- **Who?** EUNIC Bolivia and EU Delegation. The Goethe-Institut will sign the contract.
- **Funding?** Grant amounting to 100,000 euros from European Union, 5% of co-funding from each cluster member
- **Challenges?** The requirements of EU contracts (e.g. log-frame), the signatory of the contract (e.g. which organization has the legal status to sign and the flexibility to manage the contract), and the governance of the project. A Steering Committee will be created, however it is not clear yet how roles and responsibilities will be distributed. The project's documents mention 'cooperation' but a learning point is to be clearer on this.

EUNIC action point: Can EUNIC Global do a webinar on how to elaborate log-frames?

## EUNIC BRAZIL

### Anderson Falcão - (Clusters' Coordinator)

- **What?** Musical education programme for children that have no previous knowledge of music and who live in disadvantaged areas outside of the capital. The end of the educational path is to join the project's orchestra.
- **How?** Partnership with National Service of Commerce (SESC), one of the most traditional and prestigious cultural actors in Brazil. The project will allow to expand the current educational programme to reach 48 new children. EU artists will be involved in the educational programme through visits, workshops and masterclasses.
- **Who?** Collaboration between the local partner and the EUNIC cluster, which wants to support this project to go beyond showcasing and work with new audiences.
- **Challenges?** Securing funding to scale up the programme.
- **Where?** Programme taking place 20km outside of city

Synergies between this project and another similar one which is currently taking place in Salvador de Bahia were discussed



*Reception hosted by EUNIC Global at Goethe-Institut Columbia's garden*

## 5. The top 5 challenges of working with EUNIC by Gitte Zschoch, EUNIC Global

View the powerpoint [here](#). The discussion that followed the presentation looked at possible solutions to some of the main challenges posed when working with EUNIC and at European level:

Knowledge	<ul style="list-style-type: none"> <li>Lack of understanding of the EU and how it works</li> <li>What is EUNIC</li> <li>Why is EUNIC important</li> </ul>
Communications	<ul style="list-style-type: none"> <li>Visibility of EUNIC internally and externally</li> <li>Use of EUNIC logo</li> <li>Use of an online sharing platform</li> </ul>
Operational issues	<ul style="list-style-type: none"> <li>Turn over of colleagues</li> <li>Lack of time, resources, budget</li> <li>Legally clusters in general do not have their own status</li> </ul>
Working together	<ul style="list-style-type: none"> <li>Themes</li> <li>Regional mailing lists</li> </ul>



### Concluding remarks

- Are regional themes and projects possible? This could allow for more resources, for enhanced collaboration and a greater impact. However, for some countries this may not work (e.g. Cuba).
- How to incorporate the European dimension / added European value to our work in a structural way?
- Themes: migration, ‘fake news’, gender, racism, freedom of speech/media Could EUNIC develop a platform to share ideas regionally? EUNIC Global’s community on Yammer could be a possibility for this.
- A mailing list could be created for colleagues in this region to further engage in discussions but for that it would be important to let EUNIC Global know when there are changes in postings.
- In each of the clusters, the President has to share with cluster members the information coming from EUNIC Global and viceversa
- EUNIC Global has a dedicated space on its website for cluster projects –clusters just need to share the information and photos about their projects with EUNIC Global so that it can be put on the website.
- **Action point for EUNIC Global: Create mailing list with all current cluster representatives**



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