

# EUNIC EU NEIGHBOURHOOD SOUTH MEETING REPORT

19-20 FEBRUARY 2018 , RABAT, MOROCCO



## **EU NEIGHBOURHOOD SOUTH IV**

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A fourth EUNIC meeting on EU Neighbourhood SOUTH took place on 19-20 February in Rabat, Morocco. It gathered together participants from EUNIC clusters, representatives of EU Delegations and other members active in the EU Neighbourhood South and other countries (Morocco, Egypt, Tunisia, Palestine\*, Jordan, Israel, Iran, and Qatar) for a two-day meeting to strengthen the relationships between clusters and EU Delegations in the region.



\*This designation shall not be construed as recognition of a State of Palestine and is without prejudice to the individual positions of the Member States on this issue.

# ABOUT EUNIC'S CLUSTER DEVELOPMENT PROGRAMME

EUNIC has been in existence now for ten years. We have learned how to organise events together: film festivals, literature nights, and Europe Days; these provide a great platform to promote European values; however, are we being ambitious enough? Can we also organise projects and programmes which make a lasting difference to people's lives and in so doing build trust and understanding between the peoples of Europe and the peoples of the countries in which we work? As part of the implementation of EUNIC Strategic Framework, EUNIC Global is piloting a Cluster Development Programme to enhance the capacity of EUNIC members to work together by means of clusters.

Based on the assumption that clusters in the same region face similar needs and challenges when operating locally in their respective countries and inspired by the European Commission's approach to working with countries around the world, we have divided clusters into three main groups:

- I. **The EU and its Neighbourhood** - comprising the EU (including candidate and potential candidate countries) the EU Neighbourhood - EAST and the EU Neighbourhood - SOUTH, and the Western Balkans. These countries are dealt with by several European Commission services: the Directorate-Generals for Education and Culture (EAC), Neighbourhood and Enlargement Negotiations (NEAR) and International Development and Cooperation (DEVCO).
- II. **Strategic Partner countries** - composed of the 10 strategic partner countries of the EU as well as other middle-income countries with whom the EU has trade and investment interests. These countries are mainly dealt with by the European External Action Service (EEAS).
- III. **Developing countries** - covering those countries where the EU provides assistance in terms of development cooperation. These countries are mainly dealt with by the Directorate-General for International Development and Cooperation (DEVCO).

In the year 2016, the Programme focused on the clusters located in the first group of countries (EU, the EU Neighbourhood – East and the EU Neighbourhood – South and the Western Balkans).

In the second year of the programme, the same process was launched with clusters in the third group, particularly in Sub-Saharan Africa, whilst organising in parallel follow-up meetings with clusters in the first group. The year 2017 was closed with the first Cluster Forum, which brought together participating clusters from year 1 and year 2 of the programme. In 2018, EUNIC Global is following with meetings in the EU and its Neighbourhood as well as in Sub-Saharan Africa with a view to starting work with another region as well as organising the next Cluster Forum in 2019.

The programme is financed under [Crossroads for Culture - Building European Cultural Relations](#) grant under Creative Europe Programme.



With the support of the  
Creative Europe Programme  
of the European Union



# Strategic update

Starting in 2016, EUNIC has been organising periodical regional meetings in the EU Neighbourhood South, the first right before the publication of the Joint Communication, the following ones after it. The main aspects of the Joint Communication on EU International Cultural Relations can be summarised as follows:

1. wider and deeper definition of culture (beyond the arts)
2. definition of cultural diplomacy as cultural relations (going beyond showcasing, enhancing people-to-people contacts, building trust and understanding)
3. three work streams for cooperation (culture as an engine for sustainable social and economic development, culture and intercultural dialogue for peaceful inter-community relations, cooperation on cultural heritage)
4. “enhanced cooperation with Cultural Institutes through a new form of partnership between the European External Action Service (EEAS), Commission services, national cultural institutes and their umbrella organization (EUNIC)”<sup>1</sup>

The Joint Communication was endorsed by the European Parliament and the Council of the European Union in 2017. The Council Conclusions, adopted in May 2017, included a recommendation to activate a Friends of Presidency Group (FoP). Since the Joint Communication is not a strategy yet but an approach towards it, the FoP Group’s task is to develop a roadmap to identify where joint action at an EU level could be relevant.

As part of the implementation of the Joint Communication, an Administrative Arrangement was signed in May 2017 between EUNIC, the EEAS and the European Commission to strengthen the collaboration between EUNIC clusters and EU Delegations on the ground, and an Administrative Arrangement report is being prepared on the current relationship between clusters and EU Delegations in 14 different countries: Jordan, Egypt, Tunisia, Morocco, Ukraine, Serbia, Bosnia and Herzegovina, Senegal, Democratic Republic of Congo, Ethiopia, Sudan, Japan, United States, Brazil.

The report will be the result of a six-month period of gathering information on the partnership between EU Delegations and EUNIC clusters in these pilot countries. It will cover the four areas of their partnership (planning, resourcing, implementation, monitoring and evaluation). By looking at these four areas in the countries selected, the report will draw lessons learned, conclusions and recommendations. These will be mainstreamed across the EU Delegations and EUNIC networks to improve the partnership and will also be presented at the Friends of the Presidency Group. The Administrative Arrangement report will thus feed into the EU process to implement the Joint Communication.

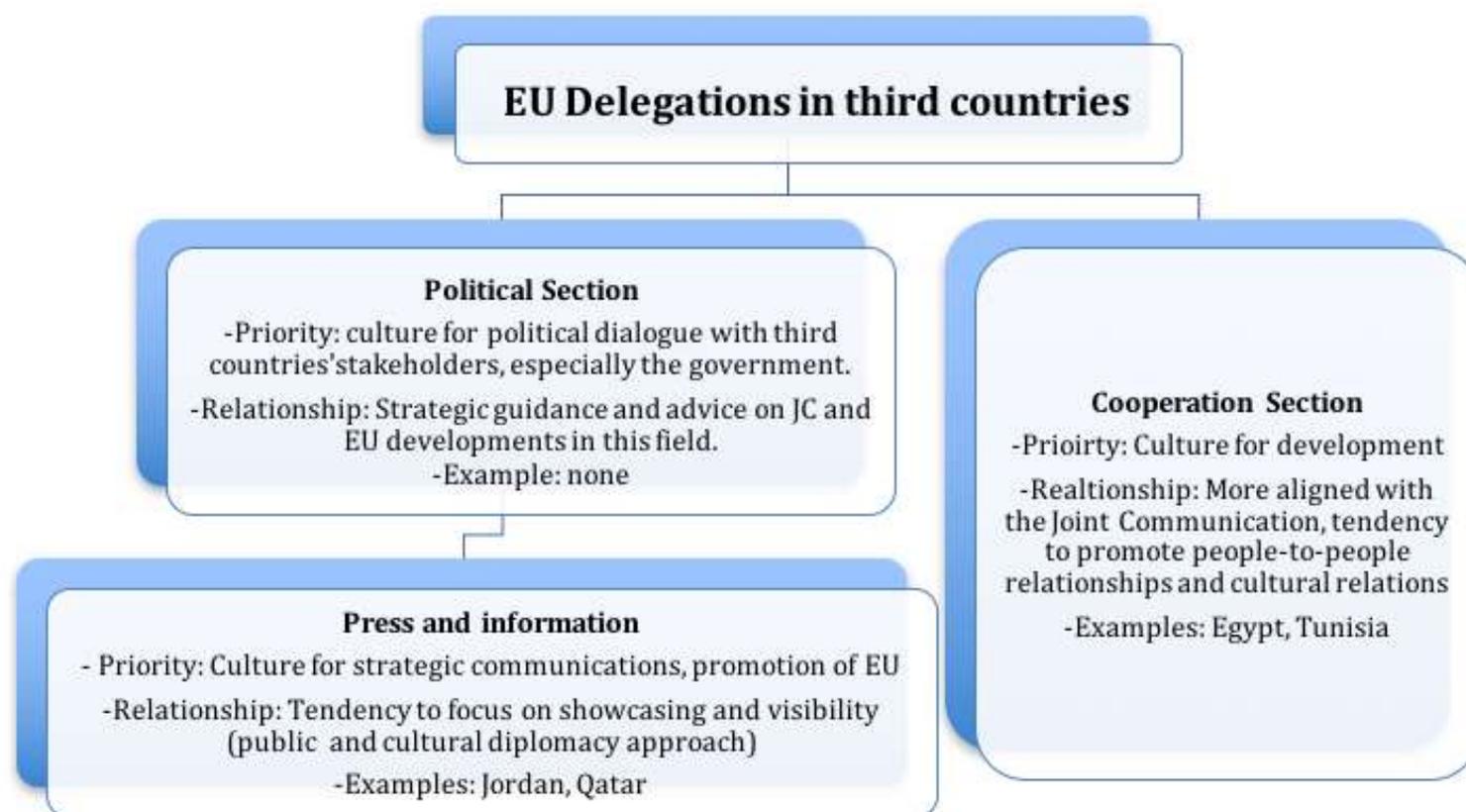
1. [Joint Communication to the European Parliament and the Council - Towards an EU strategy for international cultural relations](#)

# EUD-clusters strategic partnerships in EU

In this strategic context, the meeting focused on how the strategic partnership between EU Delegations and clusters is being implemented in the EU Neighbourhood South and what still needs to be done. The participating clusters were therefore asked to update the group on the current state of the relationship between: the cluster and the EU Delegation; the cluster and the Cultural Attachés group in each country.

## A. Relationship between the cluster and the EU Delegation:

The exchange during the session led the group to the conclusion that the person in the EUD appointed to work with the cluster and the section in which this person works significantly influence the relationship between the cluster and the EU Delegation. There can be several sections operating in a Delegation of the EU in a third country, and each section will of course have different priorities (see diagram below). The discussions with participating clusters showed that more than half of them have their person of contact working within the Press and Information section. Some clusters, like EUNIC Rabat for example, have several persons within the EUD liaising with them.



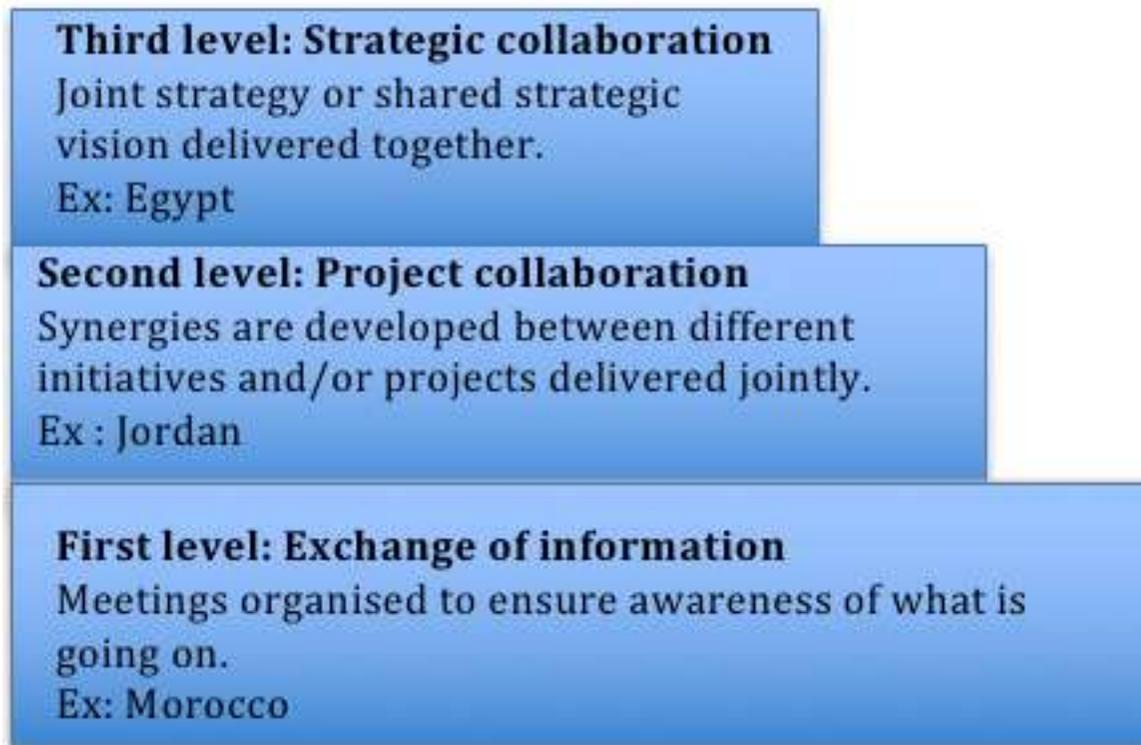
**Tip:** The focal point for culture in the EU Delegation can introduce the cluster to other sections of the Delegation.

## Countries without EU Delegation:

In some cases like Iran, there is no EU Delegation in the country in which the cluster is based. In this instance, the cluster has to liaise directly with EU Headquarters in Brussels, both with EEAS and DG DEVCO.

## **B. Relationship between the cluster and the Cultural Attachés group:**

Depending on the country, the cluster and cultural counsellors may be working as one same group (all integrated into the cluster) or meet separately. Below the three levels of collaboration that were identified:



# Strategic joint projects: case studies



**EUNIC Tunisia** is in its third year of implementing Tfanen Tunisie Créative, a €4 million project from 2016 to 2019 to support the strengthening of the Tunisian cultural sector through calls for proposals and technical assistance to build the capacities of local cultural actors. It is funded by the EU Delegation and implemented by the British Council in partnership with the EUNIC cluster in Tunisia. The contract was signed using British Council's PAGODA status (Pillar Assessed Grant or Delegation Agreement), and it is the first project of its kind. An important part of the project is done through sub-granting as follows:

- Fund for local cultural engagement
- Fund to support creativity
- Fund for the sustainability of festivals and cultural heritage

The selection process to award the grants takes place in two steps, starting with info sessions when the calls are launched, then coaching to pre-selected applicants between the first selection round and final selection. During the final selection of proposals, a shortlist is made by external experts, so that the final projects are selected by the project board.

Tfanen will be extended for it to establish a Creative Europe Desk in Tunisia. A second phase is being discussed, with the idea of broadening the project to other areas, placing an emphasis on youth, which could be delivered through actions in the area of sport for example.

**EUNIC Jordan** has the longest history of contracting with the EU Delegation. In the past, the cluster had been tasked by the EUD with supporting the development of the creative industries in Jordan. Since 2014, it is focusing on promoting the EU. A strategy is agreed with the EUD and Cultural Counsellors and is yearly implemented through service contracts. The last service contract was signed in October for the period of 2018 to deliver cultural diplomacy activities for the EU Delegation. These activities focus mostly on improving the visibility of the EU and EUNIC in Jordan, supporting the local cultural scene with European inputs, and celebrating the the 2018 European Year of Cultural Heritage.

**EUNIC Egypt's** project "Towards a policy for the Creative Economy in Egypt" is the result of the joint strategy developed by the cluster and the EU Delegation. Its objective is, over a period of 18 months until June 2019, to foster better policy conditions to support the creative economy in Egypt and raise awareness about its contribution to the country's socio-economic development. The project started and is focusing on the wide strategic approach to develop a policy context, mapping existing actors, studies, research and resources, as well as moderating exchanges between government and non-government working groups. Its results will be presented at a final conference and recommendations will be formulated after that.

A second phase for this project, along the lines of Tfanen, could be envisaged in the future.

**EUNIC Rabat and EUNIC Casablanca** have tried to implement their country-wide programme 'Culture pour vivre ensemble' (CpVE) as part of their joint cluster strategy.

However, so far the cluster has only managed to deliver a two-phase preparatory action named COEUR (Création d'outils et unification de réseaux). The first phase of COEUR consisted of a seminar with local cultural stakeholders to launch and present the project CpVE, followed by a preliminary mapping of cultural resources, projects and actors to be involved. The second stage, COEUR 2, was initially intended to deliver two workshops to build the capacity of the cluster and local stakeholders to implement CpVE. A proposal for a EU grant was submitted but since the application was not selected for funding, a more theoretical seminar was delivered, presenting the project as a philosophy that could be implemented by the cluster members and their partners when working bilaterally and multilaterally on other projects.

Other than the efforts put into CpVE and COEUR, the cluster also focuses on the European Day of Languages and Eurokteb, a touring library with books in 5 languages, accompanied by animations for children and delivered in partnership with the Moroccan Ministry of Culture.

# Draft conclusions for the Administrative Arrangement report

Giorgio Ficarelli, Head of Culture Section in DG DEVCO, joined the meeting and highlighted the importance of the approach of the Joint Communication, i.e. going beyond showcasing towards more people-to-people cultural cooperation. EUNIC is an important tool, as it brings together the EU Member State networks specialised in cultural relations work, both cultural institutes and Ministries.

Giorgio Ficarelli explained that DEVCO is gradually working on measures that facilitate the implementation of the Joint Communication, for example through training that will become a regular activity. Thus EU Delegations should be more equipped in the future to deal with cultural relations. A pilot seminar was organised by DG DEVCO last year on the cultural dimension in international cooperation. One of the sessions of the seminar, titled “how can we work better together for cultural cooperation and diplomacy” focused on the implementation of the Joint Communication from the perspective of the different stakeholders that should be involved in the process. Elisa Grafulla, representative of EUNIC Global, participated in this session to present the network and answer the questions on how to work together.

He concluded by saying that both clusters and EU Delegation should really see their partnership as an added value, considering each other as full partners and developing their strategy jointly, thus “reinforcing the perception of union of diversity”. However, it is necessary to find new instruments to facilitate this partnership, and “contractually make it easier”.

After having looked at the interim recommendations and conclusions of the draft Administrative Arrangement report, participants reflected on some of the aspects and issues around the implementation of these recommendations. The following issues were highlighted in the four areas of partnership:

## **Planning:**

- Guidance from Headquarters is very much needed.
- Guidelines providing examples and good practice should be produced, while remaining flexible on how their implementation should be done on the ground (to be able to adapt to the local context).
- It is important that clusters consult not only with EU Delegations, but also with local partners when preparing their cultural relations strategies.

## **Monitoring and Evaluation:**

- Area not being addressed by clusters, mainly because there is not a framework for the measurement of short and long term outputs and outcomes of cultural relations, and also because of the limited resources available.

### Implementation:

- Participants agreed on the necessity to have a coordinator to professionalise the cluster.
- Another issue hindering the implementation of projects and contracts is the lack of legal status of clusters.
- Need for more clarity in the communication of joint projects from the beginning to avoid confusion: for example, EUNIC Tunisia's Tfanen project is funded by the European Union and implemented by the British Council in partnership with the cluster, but the complex governance of the project together with the fact that EUNIC brand is not well known in the country lead to some cluster members involved being often less visible, e.g. emails of the Tfanen project team have British Council domain name.

### Resourcing:

- Financial instruments should be more flexible. There could be standard contract templates that can be adapted on a case-by-case basis.
- There should be an overview on the type of contracts and their pros and cons. Also a specific financial instrument could be devised, or a grant could be awarded to EUNIC Global to be distributed to clusters and EU Delegation through the EUNIC Cluster Fund.
- Initiatives with a communication dimension for the European Union such as the EU Day should be financed by the EU Delegation.



# Working with local and international partners

Additional sessions of the meeting focused on discussing on potential opportunities of collaboration, in terms of themes and partners.

In terms of themes, the group discussed **the 2018 European Year of Cultural Heritage (EYCH)**, which was presented as an opportunity for joint action within the EUNIC network of EUNIC clusters. The general objectives of the European Year are:

- Cultural heritage as a pivotal component of cultural diversity and inter-cultural dialogue
- Cultural heritage's contribution to the economy
- Cultural heritage as an element of the relations between the EU and third countries

Although it did not result in concrete ideas of joint initiatives, participants used the opportunity to discuss and to present their projects on cultural heritage, such as Eurokteb, EUNIC Morocco's project of touring library (see description on p.8).

In terms of partners, one of the potential partners participating in the meeting was **Anna Lindh Foundation**, represented by Regina Salanova, Communication Manager. Anna Lindh Foundation is an inter-governmental institution bringing together civil society and citizens across the Mediterranean to build trust and improve mutual understanding. The purpose is to improve mutual respect between cultures and to support civil society working for a common future for the region. ALF has around 4000 civil society organisations across 42 countries and has an operational framework, Young Mediterranean Voices, flagship regional youth network connecting civil society, education institutions and policy-makers across Europe and the Neighbourhood South, which it delivers in partnership with the British Council.

ALF offered the participating clusters to work together. Potential joint work could include: cultural mapping, organisation of policy debates, complementing EUNIC clusters' activities, within the framework of Young Mediterranean Voices.

Another potential partner was **Bozar, the Centre for Fine Arts in Brussels**, represented by Thomas Van REspailles, who recently joined the team and who will be focusing his work in the region EU Neighbourhood South. Bozar enables partnerships between artists from Belgium, Europe and the rest of the world.

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