



An initiative funded by the European Union

CALL FOR PARTICIPANTS

GLOBAL CULTURAL LEADERSHIP PROGRAMME

MALTA, OCTOBER 16 – 21, 2016

IN THE FRAMEWORK OF

CULTURAL DIPLOMACY PLATFORM

The Global Cultural Leadership Programme is a programme designed to develop and strengthen cultural leadership skills of young practitioners emerging on the international scene. Through its framework, content and methodology, the Global Cultural Leadership Programme specifically aims to improve the skills of cultural managers as well as develop collaborative peer-to-peer learning and networking building. This will enable participants to develop fresh insights into international cultural collaboration practices. The programme offers a set of 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

In March 2016, a new [Cultural Diplomacy Platform](#) was launched to support the European Commission with the implementation of a new '[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 new European Cultural Diplomacy Platform aims to promote cultural engagement and cooperation between Europeans and citizens from countries all around the world. Its activities will, *inter alia*, address 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: a **Global Cultural Leadership Programme** that will support young cultural managers from the ten Strategic Partners of the EU,¹ as well as from EU Member States, developing and strengthening their cultural leadership skills.

OBJECTIVES AND EXPECTED OUTCOMES

In line with the main objective of the Cultural Diplomacy Platform, to support the sustained development of cultural diplomacy policies, activities, methodologies, tools and training programmes, the objective of the **Global Cultural Leadership Programme** is to strengthen communities/networks of cultural leaders and practitioners, and to engage participants in an experience of international networking in a lean, practice-based and easily replicable learning framework.

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

In terms of **expected outcomes**, participants will be empowered with new tools and cultural leadership skills that will strengthen their own insight into working practices, 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 the ten strategic partners of the EU² + 10 EU-based peers) to train and develop, on the basis of a peer-to-peer learning experience, new cultural leadership skills for acting/collaborating in a global working context.

CONTENT

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

- The purposes, values and principles of international networking,
- Ways of achieving successful cooperation projects across border and cultures,
- How to identify new trends in international cultural management ,
- Strengthening intercultural management skills and developing leadership on a global scale,
- Improving soft skills for collaborating with peers in different social and cultural environments,
- Learning how to take risks and embrace uncertainty when collaborating with new partners,
- Develop practical communication and management skills on topics that enable young cultural managers to become new players of practice- and reflection-based diplomacy,
- Perfect organisational strategies to develop-leadership in and through international work *etc.*

METHODOLOGY

The Global Cultural Leadership Programme is a tailor-made programme for young cultural managers. During the training sessions, the methodology used is interactive. It is based on peer-to-peer exchange and cooperative learning experiences, and allows for establishing hands-on intercultural encounters on the spot, benefiting mutual learning experiences.

Taking into consideration the overall aim of the training programme and its specific objectives, five leading European experts and educators developed a specific tutorial approach. This team of experienced trainers will be responsible to further design and implement the methodology of the course. The training methodology (problem-based, research-based, practice-based learning, action learning and peer-learning) will use a number of lessons learned, successful experiences and existing European training programmes.

The **Global Cultural Leadership Programme** will provide participants with a four-day training programme that will include thematic exchanges and discussions, as well as workshops and lectures on contemporary issues of international cultural management. Participants will also acquire competences on **cultural leadership** through thematic participative problem-solving discussions, guidelines and reference documents, simulation exercises, group dynamics, examples of good practices, etc.

The Global Leadership Cultural Programme is a starting point of a long term process that would enhance cooperation and co-creation 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.

² Brazil, Canada, China, Japan, India, Mexico, Russia, South Africa, South Korea and the USA

Training contents and supporting materials that will be delivered in the framework of learning sessions (e.g. in the framework of expert lectures but also in more interactive formats) will be collected in a dossier of learning materials, which will be made available to participants for further use during and after the training programme.

POTENTIAL PARTICIPANTS

The 40 participants of the Global Cultural Leadership Programme 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 first edition of the programme, the European Cultural Diplomacy Platform will look specifically for applications from **outstanding cultural managers who** fill in the criteria below:

Geographical criteria:

- are nationals of (and are 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 of (and are working for organisations in) the 28 EU member states (a maximum of ten EU participants in total will be selected, one per 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 (some) previous experience in international networking and cultural exchange and have relevant working experience in the field of 3 to 5 years
- are working in a field or position that allows them to act as local/national multipliers of new leadership knowledge and global cultural networking
- hold a relevant (leading) 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 first cultural leadership programme will be realised in cooperation with IFACCA - the International Federation of Arts Councils and Culture Agencies. It will take place in **Valletta, Malta from October 16 – 21** and – in order to create thematic synergies with a global outreach - will be organised in parallel to IFACCA's [7th World Summit on Arts and Culture](#) that will also focus on Cultural Leadership in the 21st Century and participants will attend selected sessions.

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

APPLICATION PROCEDURE

Candidates who wish to be considered for participation in the first edition of the Global Cultural Leadership Programme shall submit **in one file** the following:

-**up-to-date CV** (not more than two A4 pages and using the [attached format](#))

-**expression of interest** (not more than 500 words) setting out their motivation to participate. Expression of interest should outline what participants can bring to the learning group for sharing with their peers during the training. They should also state what they intend to take away, from the training, to their own working realities back home.

-**project description:** in addition, candidates should provide a description of an ongoing or prospective cultural project (not more than 1000 words, pictures and media support are also accepted) that is being implemented/ is 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

Applications (preferably in pdf format) and inquiries shall be sent by e-mail to globalculturalprogramme@cultureinexternalrelations.eu. **The deadline for submitting applications is August 1st at 23:59 CET (Brussels) time.**

SELECTION PROCEDURE:

Candidates will be selected by the project team of the European Cultural Diplomacy Platform and the 5 experts/tutors who will deliver the programme.

Selected candidates (30 from the ten strategic countries, 10 from the EU) will be informed about their participation by **August 20, 2016**.

The project team shall take care of all travel preparations (including visas) and bookings, in direct contact with all 40 selected participants.

We are looking forward to receiving your applications!