

## **Recommendations and Feedback from Cultural Seminar**

### **DG DEVCO B4**

#### **SESSION 1 : Opening and Objectives**

- From Colleague Laetitia Ricklin DG NEAR : lack of communication between NEAR and DEVCO
- What is culture? Way of life, values & beliefs, culture as an engine of development in societies, brings people together, identity and way of expressing singular or collective vision of the world, tangible and intangible, part of the economy.
- List all stakeholders involved in culture: civil society, artists, private sector, ministries, local authorities, IOs, cultural institutes...
- What do you want from the seminar? How much culture thematic is prioritized by HQ, how to create better synergies on culture between HQ and EUDEL, build a community of practices, understand what is expected from EUDEL, funding, role of culture with gender and education.

#### **SESSION 2: Joint Communication**

- Fear of misunderstanding of the public diplomacy concept, it is everybody's business and letting only the PR and communication team taking care of it is wrong. It goes way beyond communication on twitter and can be achieved without any money at all. (EUDEL Bosnia)
- Fear of misunderstanding what "culture" stands for (EUDEL Pakistan)
- Now role for EUDEL to do public diplomacy but need for a toolkit, and explain to EUDEL what it means and what they are expected to do. (EUDEL South Africa) also need to learn how to operate in fragile countries (L. Ricklin DG NEAR)
- Need for a longer strategy otherwise new job description and strategy every time there is a change in leadership (EUDEL South Africa)
- Lack of clarity on funding and to scarce resources no sustainability if no funds or resources. (EUDEL South Africa, EUDEL Bosnia, EUDEL Haiti )
- EUNIC and other partners should be involved from the start (EUDEL Bosnia)
- All cultural projects happening through Creative Europe but lot of EUDELs do not have this opportunity (EUDEL Bosnia)
- Idea of a coalition of the willing → need to push the agenda and show to MS that EUDEL can help as they are more on their national cultural activity than EU oriented. (EUDEL Bosnia)
- The relations in HQ between EEAS and DEVCO are sometimes inexistent in EUDEL (EUDEL Mozambique) others work very well (EUDEL Haiti)
- Local artists want to learn from EU artists , it should be an exchange (EUDEL Kosovo)

- Grassroots organizations are often left out and bigger NGOs are the one used (EUDEL Kosovo)
- Conflicting messages from HQ and need to change name of projects to frame them into the funds main theme (EUDEL Zimbabwe)
- Possibility to funds proposals through cultural institutes which is working and encouraging (EUDEL Ethiopia)

### **SESSION 3: Intercultural Dialogue**

- Initial stage of project it is better for local organisations to have someone from EU (EUDEL Kosovo)
- Trend embassies are becoming smaller and smaller relying more on EU, EU has staff and MS money (EUDEL Bosnia)
- In practice EU visibility and message get lost due to lacking to show what the EU wants from a project (EUDEL Bosnia)
- Lack of transparency in knowing what MS are doing, their objectives, if more transparency there could be a space for cooperation but not for now. (EUDEL South Africa)
- Joint programming only applies to developmental projects, but cultural activities fall under cultural diplomacy and hence Ms less willing to share information (EUDEL South Africa)
- Cultural Diplomacy Platform, EUDEL not aware of its existence (EUDEL Djibouti)
- Promotion of freedom of expression, in cultural events difficulties to put a disclaimer and therefore can go against EU political stance. (EUDEL West Bank and Gaza Strip)
- Try to find common ground from a Human Rights based approach (Ines Alves)
- Partner with EUNIC yes but also local operators—message coming out will not be a EU message because funded by EU, there is a need to make sure that is seen as EU Action by population. (Giorgio Ficarelli)

### **SESSION 4: Intercultural Dialogue**

- Difficulty to show the results and impact of creative projects for peacebuilding. (EUDEL Zimbabwe, EUDEL Kosovo)
- Frustration arisen from the timeframe of projects (3-5 years) when everything is fine during program, but need to talk about ugly past and no opportunity to do so in such little timeline. (EUDEL Pakistan taking example in Afghanistan)
- Difficulty to have project accepted by both EU and Government as when reframing the project to fit EU objectives it is not accepted by Government and vice versa. (EUDEL Zimbabwe)
- EU Film Festival –difficult to find an audience, does not seem cost-effective, issue when no audience coming and an official is in the room (EUDEL Haiti, EUDEL Djibouti, EUDEL Bosnia)

- Half of communication budget goes for EU Film Festival, needing to be planned 9 months in advance. (EUDEL Djibouti)

### **SESSION 5: Creative Industry for Socio-Economic Development**

- When projects are funded by ACP, it is recommended for HQ to communicate more with local Delegation in order to have an exchange before the project start date and during its lifetime
- Every 4 years, the Delegations should be informed as contracts are signed and a list should be distributed to all Delegations of the activities taking place in the country
- Delegations should also be contacted as a quality check as they know the local actors (EUDEL Haiti)
- Important to ensure the visibility of the EU in ACP+ projects, particularly considering the name does not reference the EU
- Delegations would like to know more generally about the attribution of funds and the monitoring of projects
- More information requested on the new action document in the future (Member States not yet informed)
- Possibility of creating a network of cultural actors to target about new programmes and upcoming opportunities

### **SESSION 6 : Creative Industry for Socio-Economic Development**

- The sub-granting tool has been used in Haiti to support very specific actors who have the capacity, skills and vision – to what extent has this empowered local actors?
- Support from EU would be most welcome in the form of training. The youth in the region lack the necessary competencies as there are not enough technical schools that specialise in such fields. They are motivated but lack relevant knowledge. In the region, most cameraman do not have enough training that will allow them to compete on the international stage - 3 day workshop is not enough compared to a 2 year training which is commonplace elsewhere. As a result, the only professionals you can generally find are those that have studied abroad and have returned.
- Based on promising experiences in Bangladesh, it was recommended that the partnership between the private sector and the government be emulated in the future, to improve training provisions and job creation in targeted fields
- Controversial nature of influencing curriculum decisions when supporting an educational system
- How can a link be better established between ACP Cultures and other EU programmes?
- Are the artists and entrepreneurs being supported aware of intellectual property problems and country specific copyright regulation?
- The level of communication about projects and best practices on culture across borders could be improved, as success stories from neighbouring countries can be inspirational. Successful projects have a lot of visibility and staff in the Delegations are generally well-known in their communities

- More training to be provided to staff in the Delegations guidelines and implementation of project e.g. project and financial management. HQ to better recognise the creative potential of local staff to implement the tools given by HQ
- How can the Delegations work with local actors to ensure that they develop the skills required to reach the often competitive EU criteria?

### **SESSION 7: EUROPEAN YEAR OF CULTURAL HERITAGE 2018**

- Clarification needed on the term European in EYCH –is it European cultural heritage or the European Year for a cultural heritage? (EUDEL Egypt, South Africa)
- Unsure of the role of EUDEL (EUDEL Somalia, Egypt, South Africa)
- Necessity to look at the legal basis of the EYCH for clarity

### **SESSION 8: CULTURE AND HERITAGE**

- [EUDelegation Somalia] Regarding the ratification of UNESCO convention on cultural heritage in Somalia (since 1991 the Somali government stopped paying membership), how can the Somali government be convinced to ratify the convention or to become a member of UNESCO?
  - In theory, to become a state party to the convention or a member are two different things, therefore, Somalia could ratify the convention without becoming a member.
- [EUDelegation Bosnia] If the world heritage site is commercialised to the level of abuse, is there a possibility for UNESCO to uphold a certain standard or take action? There is a process which involves monitoring every year - they make a promise – and as a result, failure to adhere to that agreement could mean that the site could be put on a danger list with additional measures to be taken in case of non-action, or in the worst case, it could be deleted from the world heritage list.
- [EUDelegation – many participants] Experienced problems with UNESCO local heritage offices, in the sense that they are not able to help or intervene on many issues – they also take the line of the government and are unwilling to enter into any partnerships.
  - Boccardi fully aware of the weakness of UNESCO field offices e.g. Iraq, do not yet have permanent regular staff responsible for culture there as there is not enough budget. In Syria, there is a similar situation, but UNESCO is now working in partnership with the EU to address this. Ultimately, it is related to limited financial capacity, but UNESCO office in Brussels welcomes feedback on specific issues with field offices and will follow up on them.

### **SESSION 9: How can we work better together?**

- Need for real policy dialogue with EUNIC cluster rather than once a year relation (EUDEL Egypt)
- EUDEL as a facilitator, going to meeting with the main actors of cluster (EUDEL Egypt)
- Lack of clarity between EU cultural Attaché and EUNIC (EUDEL South Africa)
- Need funding to promote a EU Case but trying to find co-funding is an administrative nightmare (EUDEL South Africa)
- Weakness in delivering and reporting from UNESCO on the ground (EUDEL Egypt)

### **OVERALL SEMINAR**

- Good way to know the variety of programs and projects, get new ideas and develop network. (EUDEL Haiti, Mozambique)
- Necessary to leave space for exchanges and not too many theoretical presentations. It might be better to avoid wanting to address every topics. (EUDEL Haiti, Egypt, Zimbabwe)
- Very useful to learn more about partners, cultural relations and how to put culture in projects (EUDEL South Africa, West Bank and Gaza Strip,
- Need for a more integrated and cooperative approach with EEAS and NEAR , maybe involve EUDEL in the preparation to choose subject and get help from services(EUDEL Egypt, Kosovo)
- Invite also culture managers and head of delegations (EUDEL Egypt, Kosovo)
- Think about a method to share experiences in order for call of proposals to reach out to project manager outside own country and extend project to new places. Ex:Kiro Games , and circus. (EUDEL Mozambique)