

Goethe-Institute Bucharest
Colectiv A Association
The Faculty of Political Science, University of Bucharest

EUNIC Cluster Romania:
Austrian Cultural Forum
Balassi Institute
Czech Centre Bucharest
Polish Institute
Romanian Cultural Institute

ARCUB and Bucharest Municipality

in cooperation with Goethe-Institute Bulgaria, Goethe-Institute Thessaloniki and
Goethe-Institute Sarajevo

are pleased to announce

AN OPEN CALL

FOR PARTICIPATION IN THE

CULTURAL MANAGEMENT ACADEMY, BUCHAREST, 2-6 July 2018

After three editions in Sofia, Bulgaria and a successful first international edition in three countries in 2017, the Cultural Management Academy will continue its post-graduate program with a joint online learning platform and on-site events simultaneously in Bucharest, Thessaloniki, Sarajevo and Sofia in 2018. The program was initiated and developed under the guidance of the Goethe-Institute Bulgaria, the City of Sofia and the Sofia Development Association. The CMA (Cultural Management Academy) in Bucharest is organized in cooperation with the Faculty of Political Science from the University of Bucharest (FSPUB), the Municipality of Bucharest through ARCUB, Colectiv A Association and with the kind support of the EUNIC-cluster Romania.

The program consists of an one-week intensive educational course on the topic of **‘Engaging with Heritage’** in Bucharest and includes lectures, seminars, discussions, debates and individual assignments by Romanian and international professionals from the heritage sector, an online education platform with individual and group assignments. The program culminates in an international meeting on cultural management and a networking fair in Sofia in September 2018, bringing together participants from Bucharest, Sarajevo, Sofia and Thessaloniki and international guest-speakers. After the successful completion of the Academy, the Goethe-Institute will fund collaborative international start-up projects between participants from

Bucharest and their colleagues from the batches in Sarajevo, Sofia and Thessaloniki on a competitive basis.

Why should you apply?

The program will engage participants from both the public and independent sector in an experience that will develop their capacity of raising awareness and initiating advocacy campaigns dealing with cultural heritage. Furthermore, it will enhance their capacity to:

- get funds and to create a coherent cultural program
- understand heritage policies
- Educate various inhabitants about the importance of heritage for their community.

As such, the program is meant to strengthen the relations between the independent and the public sector.

Participants will have the occasion to engage in international collaborations. They will be offered excellent opportunities to establish their international cross-border network, as well as to build their portfolio as speakers at the international meeting. The students will have a chance not only to develop new collaborative international projects, but also to receive funding and implement them. Last but not least, participants become part of a network of over 100 cultural managers from the Balkans which has been built since CMA's establishment in 2015.

The general theme of the program in 2018 is **'Engaging with Heritage'**.

When we discuss heritage, perhaps the most common perspective is to see it as a difficult legacy. It is like an old building, which requires more restoration costs than building a new one. Restoring an old building is usually seen as a barrier when it comes to urban development. In fact, this puts more obstacles in our understanding of heritage.

What if we tried and changed this image in our conversations with our interlocutors? We need to show that heritage can be a resource for the community. The question is, though, where to start from and how to organize our work. We also need to understand what the most useful methods and tools are in order to do this. What is the legal framework within which one can operate? What about building trust and finding a common language about heritage for stakeholders and the community? And, of course, what happens after we have restored a building? How can one open it to the audience and to its residents? Another important aspect that we should not neglect is how to conceive a cultural program for a specific heritage site. We would need to learn to communicate better the appreciation and trust in values that contribute to our identity. What about funds? Where would we get them? Could a digital approach to heritage be useful in our labor?

These are some of the questions that we are trying to answer throughout our seminar. We will rely both on the theoretical approach as well as the practical experience of several important trainers from our country and abroad.

What to expect?

- An intensive one-week on-site course in Bucharest with Romanian and international speakers.
- A great group of like-minded professionals from Romania, Austria, Germany, Czech Republic and Poland.
- Individual and group work, peer-to-peer learning, online support and mentoring.

The program is curated by Miki Branîşte, cultural manager and director of the *Tempus d'Images Festival*, with the support of an international curatorial team.

Program:

2-6 July	One-week of intensive on-site training in Bucharest
10 - 25 July	Call for papers for the international conference
July - August	Online learning and individual assignments
September	International meeting and networking event in Sofia
October	Call for collaborative projects to be funded and follow-up implementations of selected projects

Who can apply?

Professionals from Romania and Republic of Moldova with at least 3 years of experience working with or as heritage, cultural managers, architects, archeologists, museologists, civil servants, and representatives of foundations, community centers, or various NGOs from Romania. Successful candidates should have a Bachelor degree and be fluent in English.

The individual contribution is 200 Euro, which includes:

- the 5-day intensive course and 3-day international meeting and networking event (transport and accommodation in Sofia included);
- lunch/ coffee-breaks and training materials;
- access to online learning;
- expert assessment of individual work;
- mentoring/consultations with Romanian and international professionals;
- opportunity to develop a new collaborative cross-border project and receive startup funding of 2500 to 5000 EUR;
- 3 ECTS points and a diploma issued by The Faculty of Political Science, University of Bucharest if all requirements are met.

Requests for a reduced contribution can be considered to a limited extent. In that case, the organizers ask for convincing reasons. Also, organizers can offer accommodation to a limited number of participants from other cities. For applicants from Republic of Moldova travel tickets and accommodation will be provided.

How to apply?

- Personal statement (max. one page) setting out your motivation for working in heritage field and for the participation for this seminar
- Up-to-date Curriculum Vitae
- Additional materials such as portfolio, links etc. (if applicable)
Please note that the package of documents should not exceed the size of 7 MB.

All documents should be submitted via e-mail at cma.bukarest@goethe.de until 26st of April 2018.

A maximum of 15 candidates will be selected by the project team consisting of representatives of Goethe-Institute, FSPUB, EUNIC cluster in Bucharest and the program curator. Selected candidates will be informed by May 7, 2018.

MORE ABOUT THE CMA

History

The CMA started as a project by the Sofia Development Association as part of the city's application for the title European Capital of Culture in 2014. The main goal of the project is to build capacity and to increase the competences of the cultural operators in Sofia and the region regarding the challenges of the large-scale initiative that the European Capital of Culture poses.

In 2015, the Goethe-Institute became involved in the project and the scope of the CMA was extended - there were participants from all around Bulgaria and lecturers from Germany, Great Britain, the Czech Republic, Poland, Austria and France.

So far the CMA has organized lectures, workshops and seminars, additional (public) events and discussions, network meetings and learning journeys abroad.

Partners of the CMA are the international cultural institutes from the EUNIC cluster which adds a strong international dimension to the program.

In 2017, the CMA had three branches - in Sofia, Thessaloniki and Bucharest. In 2018, there are four - in Sofia, Thessaloniki, Bucharest and Sarajevo. The CMA is organized by the local Goethe-Institute.

In 2017, the CMA also started the CMA Project Fund for funding startup collaborative projects of participants in the Academy.

Since 2015, the local programs of the CMA are certified by Sofia University in Bulgaria, Aristoteles University in Greece and since 2018 the University of Bucharest in Romania.

Goals

The CMA aims at stimulating **entrepreneurship and innovation in the cultural sector**. It supports the application of new models, working methods and best practices in order to enrich the local cultural life and landscape.

The educational program targets representatives of independent organizations, municipal and national cultural institutions as well as freelance managers. This also defines one of the main goals of the program – **to stimulate the exchange between independent and public organizations**.

The CMA aims at **capacity building and increasing competencies** of cultural managers in order to support them in their activities for organizing events and managing cultural organizations in the dynamic and rapidly changing cultural context in Europe.

Another goal of the CMA is to encourage the **exchange of know-how, good practices and international collaboration** – especially in the Balkan region, Central and Eastern Europe.